

WEAVING PARTNERSHIPS AND GROWTH



**27th
ANNUAL
REPORT**

2014-15

Inside

Who We Are

■ Management	1
■ Organisation.....	2
■ Academic Heads.....	3
■ Vision, Mission, Values.....	4
■ Our Activities.....	5
■ Our Co-ordinates.....	6
■ Our Associates	7
■ Our Auditors.....	8

Annual Report 2014 – 15

■ What They Say	10
■ CSR Partner Profiles	16
■ Managing Trustee's Report	20
■ Life at Sevalaya	30
■ Auditor's Report.....	38
■ Financial Statements.....	39
■ Activity Calendar	57

Advertisers' Messages	70
-----------------------------	----

Weaving Partnerships and Growth

2014-15 is notable as the first year the new Company Law prescribing mandatory CSR contributions by businesses came into effect.

In this facilitating setting, Sevalaya is happy to have woven new partnerships with a set of purpose-driven Corporates, to supplement our long running partnerships with some of our donors.

We see partnerships as the means to provide the momentum in our ambitious growth plans.





- I row : S. Srinivasan, P. Mahendran, J. Sundaram, R. Vijayaraghavan, N. Ravichandran, T. S. Venkataramani, E. Lakshminarayanan, V. Muralidharan, Amarchand Jain, S. Elavarasi, P. Sylvia Porselvi, Lakshmi, K. Datchayani, G. Sathya, M. Bhuvaneshwari, C. Girija, V. Mahariga, P. G. Samsudabharathi, A. Pramila, G. Latha
- II row : K. C. Prembabu, S. V. Mani, S. Meera, N. Annapurna, M. Bhuvaneshwari, S. Lakshmi, N. Poomani, A. Jayapradha, T. Gayathri, J. Lakshmi, J. Meenakshi, T. Selvi, V. Rani, E. Bhuvaneshwari, A. N. Sabira, K. Malarmathi, M. Devaki, P. Valarmathi, R. Rizwana Sulthana, A. Kalaiarasi,
- III row : G. Yuvaraj, A. Jacob, S. Kannan, M. Saranathan, N. Jaganathan, M. Prakash, S. Sumathy, P. Abhirami, C. Kanchana, R. Vijaya, B. Nirmala, S. Mariyammal, L.N. Anupriya, M. Jaya, S. Bhuvaneshwari, S. Santhi, B. Alice, G. Karpagalakshmi, N. Praveena, K. Revathy, S. Kaveri, R. Poonghavanam, V. Bagyalakshmi, V. Sathya, S. Thilagavathy, C. Rajalakshmi, B. Geetha, R. Selvalakshmi, T. Kala, L. Kalaiselvi, B. Ramya, S. Nagalakshmi.
- IV row : R. Selvamani, G. Akshaya, K. Lakshmi, E. Jeevitha, S. Lakshmi, K. Beulah, M. Sathya, V. Poongothai, D. Vanmathi, D. Aswini, S. Bhuvaneshwari, S. Kanniammal, P. Lakshmi, K. Ramya, P. Sharmila, M. Babyramani, M. Thenmozhi, P. Rekha, V. Mumtha, M. Nathiya, R. Vinothkumar, B. Ramesh.
- V row : B. Rajeswari, K. Suganya, S. Subha, A. Angaleshwari, R. Priyanka, K. Muthu, S. Shagila, R. Umasankari, A. Malini, G. Usha, G. Priya, R. Manjula, V. Vijayalakshmi, S. Bhavani, S. Kanchana, L. Neelavathy, S. Prescilla, U. Sowmya, P. D. Sathya, P. Krishnan
- VI row : A. A. Kingston, D. Pradap, R. Kannan, K. Anbarasan, G. Lakshmanan, K. Durai, V. Mani, P. Nagenthiran, A. Sankarapandian, S. C. Suresh, S. Murugan, J. Manivannan, S. Selvakumar, R. Gopnathan, G. Krishnaswamy, M. T. Anandan, T. Arunkumar, A. Aravind, R. Silambarasan
- VII row : M. Subramani, C. Aadhimuthu, C. Andrews Jesudoss, P. Navinkumar, D. Umar, B. Dineshkumar, A. Kumaresan, V. Nithyanandam, E. Ganeshbabu, K. Srinivasan, K. Kamalesan, S. Purushothaman, M. Muruganandam, C. Durairaj, R. Jeevendran, S. Devaraj

MANAGEMENT

Founder and Managing Trustee

V. Muralidharan, Software Engineer

Board of Trustees

N. Annapurna, *Educationist*

Kumaran Mani, *Software Engineer*

G. Ilayaraja, *Software Engineer*

E. Lakshmi Narayanan, *Tax & Investment Consultant*

Manu Kapila, *Software Engineer*

K. C. Prembabu, *Software Engineer*

R. Shankar, *Entrepreneur*

Thilak Iyer, *Management Consultant*

Advisory Committee

M. Amarchand Jain, *Social Activist*

Lakshmi Murali, *Software Engineer*

Malavika Vinodhkumar, *Nutritionist*

S. V. Mani, *Software Engineer*

D. K. Oza IAS, *Rtd. Chief Election Commissioner*

G. Ramesh, *Author, Consultant*

Thomas T Abraham, *Management Consultant*

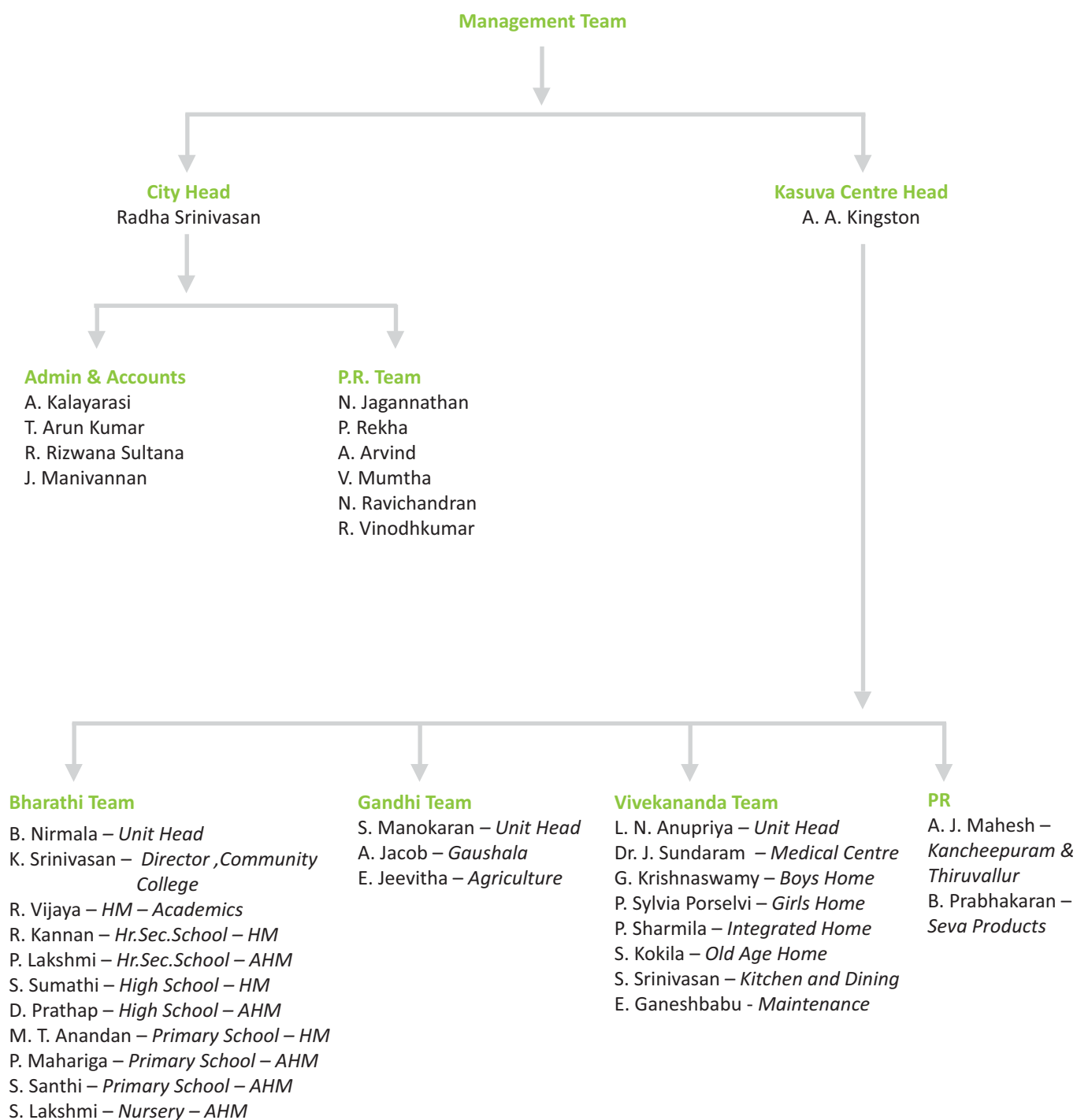
Hon. Co-ordinator

T. S. Venkataramani

Hon. Correspondent

Bhuvaneswari Muralidharan

ORGANISATION



ACADEMIC HEADS

N. Praveena, *English*
B. Nirmala, *Tamil*
R. Kannan, *Mathematics*
B. Dinesh Kumar, *Physics*
R. Jeevendran, *Chemistry*
R. Vijaya, *Biology*
G. Karpagalakshmi, *Computer Science*
P. Lakshmi, *Economics*
S. Lakshmi, *Commerce*
E. Jeevitha, *Agriculture*
R. Vijayaraghavan, *Social Science*
A. Sankara Pandiyan, *Physical Education*

Vision

The vision of Sevalaya is to serve the rural poor and transform them for an equitable, happy and fulfilled society with an improved quality of life.

Mission

Sevalaya's mission is to offer required quality inputs free to:

Children: Providing high quality education, life skills and character building for rural children to prepare them for productive, healthy and happy lives.

The aged: Caring for the aged and ensuring their physical, mental, spiritual and emotional well-being.

Rural citizens: Providing capacity enhancement initiatives for the rural poor for self-sustaining livelihoods and lifestyles.

Values

Service and sharing

Equality of all humans

Indian, yet international

Courage of conviction

Discipline

Fair means

OUR ACTIVITIES

Education

(Bharathiyar Unit)

Mahakavi Bharathiyar Higher Secondary School is a Govt. recognised, unaided, Tamil medium School for classes from Pre School to Higher Secondary. It provides quality education 100% free. The school provides value-based education to make the children self-reliant and responsible citizens. Teachings of Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathi are imparted to the children.

- Free Education from Pre KG to Std XII
- Free uniforms, stationery, note books.
- Free transport for Nursery day scholar children
- Total school strength 1980
- Minimal drop outs (3.8%)
- Centum or near centum results in Board exams (Std X & Std XII)
- Community College offering training in Electrical, AC and Refrigeration, Carpentry, Garment making, Computer Training, Nursing and Beautician courses.

Swami Vivekananda Library (Including Mobile Library) has over 15,000 books including the complete works of Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathiyar and also books on various topics like self-improvement, physical and biological sciences, IT and engineering.

- Free Library with a collection of 15,000 books.
- Open to public.
- In a month, the mobile library reaches around 500 people in 4 villages.

Rural Development

(Mahatma Gandhi Unit)

Sevalaya is a green zone. It imparts environment education to its children and implements the same in the campus. It segregates the degradable and non degradable wastes for disposal.

Solar energy powers 80% of operations in Sevalaya's Kasuva campus.

Organic Farming is implemented in the campus. Cow dung and Vermicompost are used as bio fertilizers. Sevalaya conducts regular workshops to propagate organic farming.

Vinobhaji Gaushala shelters dry cows. It also shelters cows yielding milk for consumption by residents.

Kasturba Craft Centre conducts a six month free certificate course in tailoring and craft for poor rural women. Computer classes for poor rural youth and women are also conducted.

Medical Camps are conducted regularly for eye, dental and general check up for the benefit of the residents and villagers.

- Green Zone
- Organic Farming
- Gaushala
- Craft Centre
- Medical Camps

Homes

(Swami Vivekananda Unit)

Swami Vivekananda Boys Home and Mother Teresa Girls Home (Unaided, Recognized as "Children's Home" under Dept. of Social Defense, Govt. of Tamilnadu)

Presently these homes shelter around 200 children. These homes provide food, education, opportunities for skill development and talent promotion in an atmosphere of love and care.

These children are taken care of till they become self dependent. Many of the children are now well settled in life, pursuing careers as qualified mechanics, electricians, artisans, bank officers, nurses and software professionals.

Sri Ramakrishna Paramahansa Old Age Home (Unaided, Recognized by the Social Welfare Department, Govt. of Tamilnadu)

It is a home for poor and destitute senior citizens. The home strives to provide dignified living to them in the evening of their lives. 70 senior citizens have made their homes here.

Integrated Campus (Aided, Recognized by the Social Welfare Department, Govt. of Tamilnadu) Sevalaya has been selected by the Govt of Tamilnadu for implementation of its new programme in Thiruvallur District, the Integrated Campus under which 25 destitute senior citizens and 25 destitute children are housed in one campus.

Mahatma Gandhi Medical Centre with 12 beds providing medical facilities to the residents and the neighbouring community.

- Boys Home and Girls Home housing 200 orphan/destitute children.
- Old Age Home housing 70 senior citizens.
- Integrated Campus housing 25 senior citizens and 25 children in the same campus.
- Medical centre with 12 bedded facility.

OUR CO-ORDINATES

Date of Establishment : 29 May 1988

Constitution : Registered as a Charitable Trust
Registered under FCRA (Regn. No.: 075900640)

Donations for Sevalaya School Expenses Project, Old Age Home and Children Home Expenses Projects are eligible for 100% tax Exemption under section 35AC of IT Act.

Other donations are exempted under sec 80G of the IT Act.

Accredited at the highest level of 'desirable norms' by Credibility Alliance for credibility, transparency and accountability.

Chennai City Office:

FB1 – First Floor,
Old No : 10, New No : 24,
Kesava Perumal West Street,
Mylapore, Chennai – 600004
Tamilnadu, India.
Phone : (044) 24950204
Mobile : 7299064457
e mail: sevalayaprhead@sevalaya.org

Kasuva Centre:

Kasuva village,
Pakkam Po.,
Near Thiruninravur - 602024
Tamilnadu, India.
Phone: (044) 64611489
Mobile : 9444333529, 9444793505
email: sevalayakasuva@sevalaya.org

Uthiramerur Centre:

Vadanallaur village,
Uthiramerur,
Kanchipuram Dt. - 603406
Tamilnadu, India.
Mobile : 9940880726

Aayalur Centre:

Aayalur village,
Kilampakkam Post,
Thiruvallur Dt. – 602024
Tamilnadu, India.
Mobile : 9629299351

visit us at : www.sevalaya.org

OUR ASSOCIATES



OUR AUDITORS

Hon. Financial Auditors:

M/s Menon & Pai,
Chartered Accountants,
12/4 - Ashirwad Apartments,
Puliyur First Lane,
Trustpuram, Chennai – 600024.

Social Auditors:

Social Audit Network,
United Kingdom.

Centre for Social Initiatives Management
(CSIM),
Bangalore.



WHAT THEY SAY



La Ganesan

*National Executive Committee Member
Bharatiya Janata Party*

Our country has a great tradition of charity and selflessness. All this has now changed due to Western influence. A transformation in society is needed. But we cannot wait till then. Urgent solutions are the crying need of the hour. With this in mind, Sevalaya made a humble beginning, and now has spread its roots far and wide. Muralidharan and his supporters are taking parental care of destitute and poor children. Let us wish them well, and also pray that people at large come forward to help them with resources and services.



N. Gopalaswami I.A.S

*Former Chief Election Commissioner
of India*

Indian education and philosophic tradition have always placed considerable emphasis on the responsibility of a human being towards his fellow human beings as the wish and prayer to Almighty is 'Sarve bavantu sukhinaha'. A tradition that was unique in recognizing the divine in every being, held even the 'Athithi' or the unannounced visitor worthy of one's worship ('Athithi devo bhava') through rendering 'seva' to him/her. Sevalaya inspired by the ideals of Swami Vivekananda, Mahatma Gandhi and Mahakavi Bharatiyar has successfully demonstrated that helping a fellow human being to attain his/her full potential through service is the true worship of the Divine. It is a proud moment for Sevalaya's many well-wishers as it celebrates 27 years of service, resolving to rededicate itself to the cause of rural development through service to rural poor. I am sure the band of well-wishers will grow to help Sevalaya meet its goals in the years ahead. With prayers for Sevalaya's success.



Dr. Nithyasree Mahadevan

Carnatic musician

On this wonderful occasion of the 27th anniversary of Sevalaya, I would like to extend my heartfelt appreciation to your entire team for the untiring efforts to serve our society by educating the needy children and providing shelter to old people.

'Makkal Sevalayae Mahesan Sevai' goes a Tamil saying which means Service to humanity is service to God. And that's what this noble organisation strives to do with utmost sincerity, absolute commitment and sheer dedication. The concert comprising of Mahakavi Bharathi's songs for Sevalaya will be evergreen in my memory.

Like the great poet's words "Manidhar Noga Manidhar paarkum Vaazhkai iniyundo", Sevalaya extends its full support to the really deprived very genuinely.

May the Lord Almighty bless the entire team of Sevalaya with all the strength to continue their commendable and yeoman service to our fraternity and achieve in their noble mission.



Sujatha Renganathan

*AIMS Accountants for Business UK
Founder, Harrow Desis*

Many congratulations to the team of Sevalaya for the great milestone of their 27th Anniversary. It is indeed our privilege to be associated with Sevalaya and contribute to the noble charity work that is undertaken. I would like to assure that Harrow Desis would extend their fullest support to Sevalaya in whatever way possible and bring a smile on the faces of less fortunate for the years to come. "No one has ever become poor by giving"

Sevalaya brings complete transformation of economically backward families living in rural areas. It is pertinent to mention that Sevalaya's contribution is not only limited to education but also to rural development, women empowerment and establishment of Homes for destitute and so on, which helped them to get many accolades from Government and Corporates. Thus, Sevalaya has become a role model for those who want to render service to the society. We thank the founders, trustees, volunteers, donors of Sevalaya for their unstinted services and efforts for their interest towards transformation of society. We are proud to be associated with Sevalaya always.



Sun Woo Won
Vice President (Manufacturing)
Lotte India Corporation Limited

It gives me immense pleasure to extend congratulations to Sevalaya on the occasion of its 27th Anniversary. You have reached an important milestone with finesse! During those 27 years, you have contributed a great deal to the community by offering quality education, providing children home & old age home and for the overall rural development. The dedicated team of Sevalaya built it through hard work and service and have filled a critical need of rural area. On behalf of Korea Exchange Bank, Chennai, I take this opportunity to wish Sevalaya a memorable anniversary celebration and its team members to continue the service for the rural development. We look forward to support Sevalaya needs for many years to come. Best wishes for the future.



Yong Hyo Lee
Chief Executive Officer
Korea Exchange Bank, Chennai

I am immensely pleased to know that Sevalaya has completed 27 years of service to our community. Mere words are not enough to describe the services rendered by Sevalaya. By taking education to hundreds of poor children, Sevalaya is serving the country in a big way. The great teachings of Swami Vivekananda, Mahatma Gandhi and Mahakavi Subramanya Bharathi and the values they stood for are taught to the children paving the way to make these children wonderful citizens of future India. Apart from running school, Sevalaya is providing food and shelter to the aged. So, in a way, Sevalaya is taking care of two extremities of our poor and underprivileged. All these would not be possible but for founder Shri Murali and all the dedicated members of Sevalaya. I wish Sevalaya continued success in their selfless service to the nation.



P. Srinivasa Rao
Country Manager - GSND India
Caterpillar

Selfless service to the needy, empowering them through education and training, imparting skills in art and craft and sports, imbining in them a sense of self confidence, and creating in them a will to progress in life through hard work, is what Sevalaya has been doing now for 27 years. Sevalaya is truly living the values Swami Vivekananda preached.

Sevalaya is contributing to prevent child labour by taking such children in its fold, educating and training them. It is equally heartening to note that Sevalaya is running gaushala, shelters for boys and girls and a home for the aged.

My heartiest congratulations to Sevalaya on completing 27 years and I wish the organization decades and decades of success in its endeavours.



B A Kodandaraman
CEO
Vivek & Co



Sujith Kumar
HR Business Leader
Infosys Ltd, Chennai

If you are in Chennai and if you have still not visited Sevalaya – then you can rest assured that you are missing something truly inspirational. This was the feeling with which I came out of Sevalaya after being part of their Republic day celebrations. What struck me the most was the confidence level of the school children. They were bold, confident and extremely articulate with their thoughts and this would not have been possible without the wonderful work of the teachers in Sevalaya. When giving 100% results is becoming a dream for many private schools, Sevalaya keeps giving 100% results with ease which is noteworthy. The vision with which this institution was started and the passion with which Mr.Murali drives this organization till date is an example worth emulating anywhere in the world. On this momentous occasion of their 27th Anniversary, my hearty wishes to the entire team of Sevalaya.



V. Santhosh Kumar
Sr. HR Executive
Haworth India Pvt Ltd.

We are happy and proud to be associated with Sevalaya, which is successfully completing 27 years of service and entering the 28th year. Haworth has been associated with Sevalaya through the recommendations of service associations and friends. We visited Sevalaya on 22nd November 2014. During our interaction with Sevalaya members we understood their needs and came with an action plan on how to support their education, employment and other socio cultural events.

We have provided a guest lecture by an industrial specialist (Stitching). We are providing opportunities for trained Sevalaya members to work at our organization.

Haworth wishes Sevalaya the very best on the future and appreciates its efforts and support to the society.



D. Nedumaran
VP-HR
Spi Global

“Since the last 3 years SPi Global aims at “giving back” to the society through our CSR day. CSR, in SPi Global is viewed as a universal business imperative that can be localized to suit the Organization’s Values - *Malasakit*, a tagalog term which means “to give genuine care”. For the last 2 years we have been visiting Sevalaya as part of our CSR Day.

We appreciate the enormous efforts put in by many people who are involved in the efficient and smooth running of the institution despite the various challenges they face almost every day. SPi Globans witnessed true *Malasakit* by the care, affection and effort that is taken to keep the residents not only comfortable but even to give them a “feel at home” feeling.

SPi Global considers it a privilege to be a part of such an amazing foundation. We offer Sevalaya hearty congratulations on their 27th year of service and best wishes for their future endeavors.



T. Malarvizhi,
District Education Officer
Thiruvallur District

Whenever I think of Sevalaya Murali, a verse which says that God resides in loving hearts comes to my mind. I consider Sevalaya as a Jnana bhoomi (Land of Perfect Knowledge.) with positive vibrations all around. Children and staff all alike, exude positive mental energy. All of them are brimming with self confidence. Smiling faces greet the visitors. I invite every one of you to visit this wonder world of peace and happiness, be greeted by smiling shining faces and enjoy freedom and happiness for once!

I have been working with Sevalaya for several years now and am continually amazed at the constant progress and success they continue to create. I am honored to work with such a well run organization that gives so much back to the community. They provide the opportunity for each student to create a life full of success and happiness. I am impressed with the way Sevalaya is open to new ideas and implements the things that do work and keep them in the curriculum. I am blessed to be able to be a part of this organization and can't wait to see what they have in store for the future.



Chambrey Willis,
Volunteer from USA

Sevalaya is a fantastic place for me! I spend my time with all the children. I have been doing English, singing, dancing and Christmas often in the Primary School classes. It's great that children learn English in Sevalaya. This time I used my iPad to do A-Z with animals, games, music and photos and all the children wanted to use it too. My best Christmas in the last two years has been in Sevalaya and I have given the orphanage children Christmas presents to help them and let them know all about Xmas too. I hope I can come back to Sevalaya and also get more money from the United Kingdom for the school children.



Irene Nicholl
Volunteer from Scotland

It is with an immense sense of admiration that I send this message to felicitate **Sevalaya** on the 27th Anniversary of its successful experiment of socio-economic inclusion through educational and health services to the disadvantaged and care centres for the young and aged in one of the most backward rural regions close to Chennai. The scale of the impact of this experiment on the self-assuring attitude and confident behavior of the beneficiaries is as astonishing as the fact that this experiment is almost entirely supported over all these years with the voluntary contributions generously provided by many benevolent individuals and organizations. Without mincing words, I also believe that the **Sevalaya** experiment also demonstrates how the generosity of individuals and organizations can be channeled by a dedicated team of selfless individuals to initiate and sustain such process of socio-economic transformation at the grassroots level over such a long period of time.



Prof. R. Maria Saleth
Director, Loyola Institute of Business Administration (LIBA), Chennai

It gives me immense happiness that Sevalaya enters 28th year. Harvest aplenty gladdens a farmer's heart. The parent rejoices at the progress of the child. I am in a similar frame of mind; for I have been with Sevalaya since its nascent ages. With Bharathiyar, Gandhi and Vivekananda as its guiding stars, Sevalaya serves the deprived sections. Patriotism and Bhakthi are inculcated in the children from the very early ages. The alumni are well placed in life and many of them associate themselves with the services of Sevalaya. I wish Sevalaya long years of fruitful service.



Priyan Srinivasan
*Sr. Journalist
Kalki Group of Publications*



Shyamala Ashok
Executive Director
United Way of Chennai

I have personally visited Sevalaya and was impressed with the most important fact that I always impress on to all development holders - sustainability. I also liked the fact that Sevalaya has planned their programs and projects well and ensured they are all under one roof so that it simplifies their maintenance and implementation. I could see the inside souls of all their dedicated staff with great abilities. I am happy to be associated with Sevalaya.



B. Sankar Mahadevan,
Founder Trustee
Udhavum Ullangal

It is with immense pleasure I record my appreciation to Sevalaya for their unparalleled and untiring endeavours in helping the poor and underprivileged in so many ways. Muralidharan, founder of Sevalaya is a true Gandhian in following great principles of simplicity and sacrifice for the society. Also I appreciate their skill development programs conducted through Kasturba Craft Center to make the rural women self-reliant. Their initiative in organic farming is laudable which is in tune with the 'Making India Green' concept. Last but not the least the medical services offered by Sevalaya through Mahatma Gandhi Medical Center and free medical camps are really excellent. It's not an exaggeration to compliment that Sevalaya is a role model for other NGOs in terms of Transparency of Transactions. I wish them all success in their efforts to help the society in general and the under privileged in particular.



Prakash Chand (Mutha) Jain
Chairman, Terapanth Education and
Medical Trust, Chennai

"Service to Man is Service to God."

The noblest and the best of God's creations is indeed, man. If we wish to worship God, the best way to do so would be to devote our lives to the service of poor and the destitute. Sevalaya is unparalleled in this field of service to the economically challenged sections of the society by providing quality education, nutrition and medical treatment. Heartfelt thanks from myself and my family, to V. Muralidharanji for providing an opportunity to be a part of this extraordinary family. We wish continued success and growth for Sevalaya in this endeavor.



V. Ramiah,
Senior Audit Officer, Office of the Principal
Accountant General (Audit) - Retd, Chennai

Those who lead the right kind of life are counted among the Gods in Heaven, says Tiruvalluvar, who also avers that loving persons owe even their bones to others. Vallalar was distressed even at the sight of withering plants. Following their philosophy, Sevalaya serves the deprived children and old people by giving them education and alleviating hunger. I wish that the great movement Sevalaya grows to greater heights and receives world acclaim.



CSR PARTNER PROFILES

Corporate CSR Partnerships

Sevalaya is proud of its growing number of CSR partnerships with Corporates.

We are happy that these successful organisations have found us worthy of alliance, after due diligence and based on our mission, intent, execution and transparency.

Here is what our valued partners have to say about their CSR policies and activities, as also what synergies and shared values they find in their partnerships with Sevalaya.

CSR Philosophy / Vision

Successful CSR Projects

On the partnership with Sevalaya

Partnerships are, after all, about the coming together of hearts as much as minds.

Woori Bank

Woori Bank has always walked hand in hand with the growth of the nation, society, and its customers for more than 110 years in South Korea. When Woori Bank established a Branch in India in 2012, Woori bank has practiced the same spirit of sharing in India too. Particularly notable is its social roles and responsibilities in finance that emphasize humanity, happiness, and hopefulness which are the three major missions under the vision of sharing love, having a Dream, and raising hope. The practices we conduct are not standalone incidents and they are performed in conjunction with the entire staff at Woori Bank, as well as their families.

Last Year in Nov 2014 Woori Bank, India, conducted Marina Beach cleaning camp, mainly to clean the Marina beach seashore area. This volunteer program was conducted in association with Korea Navy forces and Korean consulate officials. Previously, Woori Bank, India, conducted CSR activities of arranging Bore well facilities and Aqua Purifier on 13th April 2013, at Venkateshwara Telugu Educational Society, Kamaraja Nagar Main Road, Avadi. The school was a very old school in the primary level and about 100 students were studying in this school.

We chose Sevalaya for the service given to rural poor children, Really it's a great experience for us with Sevalaya.



Jeong Pil Heo
Managing Director
Woori bank

Asian Paints Limited

Asian Paints Limited (APL) CSR vision is based on embedded tenets of trust, fairness and care and shall be based on the given below keystones.

- to actively initiate projects and/ or participate in projects to improve the life of people living near its owned manufacturing facilities
 - to provide vocational training to improve skills of people primarily in the unorganized sector.
 - to create social value at a corporate and also allow individual employees to contribute in the various programs.
 - to minimize impact on environment and protect health & safety of our employees, service providers, neighbouring communities and customers.
- Sponsoring Helpage India (Mobile Medicare Unit) for taking care of the medical needs of the underprivileged elderly people in and around Asian Paints plant for 13 villages.
 - construction of toilets for the homes of the underprivileged people.
 - multi specialty health check up camp for a Panchayat in Bondur.
 - furniture, civil construction works, gates to the nearby schools
 - water conservation activities through Rain water harvesting projects.
 - CSR Campaigns-Making cleaner Neighbourhood

Sevalaya was introduced to Asian Paints by Mr. Vinobha (employee of Asian Paints Limited) as a NGO and when we evaluated we found it to be professional and working for the social cause. Also Mr.Murali's (the founder of Sevalaya) noble efforts for socio-economic uplift of the underprivileged which he started in a single room now turning into a campus impacting 40 villages speaks loud about his dedication and professionalism. Along with it his down to earth conversations were inspiring and contagious. These made us decide Sevalaya was the right match for our CSR projects. The projects are as per the Policy of the Company. We would like to see Sevalaya as a center of social reformation.





Lionbridge Technologies

As an organization, we have always believed in the dictum, “give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime”. With the diverse talent pool in our organization, we decided that our CSR philosophy should be to “Share Skills, Time and Money, in that order”, and help to teach the underprivileged to fish. In keeping with this, we have multiple objectives behind our CSR initiatives – the most important being to engage our employees in socially relevant activities with their skills and time.

We have helped many not-for-profit organizations by developing software applications for their use, by designing their logos, brochures, annual reports, websites, setting up computer based vocational training programs, including designing the curriculum, training the trainers, getting internship to sharpen their practical skills and so on.

With Sevalaya too, we are involved in many programs but our flag ship programs are the “Functional English program” and the “Teacher Upskilling Program” that uses new age pedagogy tools with the help of internet. What is very impressive about Sevalaya is the commitment from the founder to the last teacher – they put their heart and soul into the upliftment of the society around them.

The scale Sevalaya offers, their openness to embrace and experiment new ideas are also extraordinary. Our selection of projects are based on the need of the organization, our ability to use our skills and the time of our employees, and measurable clear goals on impact. Once we are convinced of them, we go with long term commitment to implement those projects, as we know the impact does not happen in very short period.



Sarath Divella

*Vice President, Global Delivery Center
Country Head, Lionbridge India*

PPG Asian Paints Private Ltd

Running a commercial organization for many years is an easy task rather than running a social organization to keep the motive of servicing the community. Hence, it is highly apt to celebrate the existence of Sevalaya in the community. In the fast growing world most of the individuals are looking for their self growth and working towards that. But, Sevalaya is an organization dedicated to serve the under privileged community. The service of Sevalaya should be honored by everyone. Most notable part of Sevalaya's success is showing progress on their social task year by year. Although the success happened by the help of many good hearts but, executing it in a right way and sustaining the goodwill at all times are critical factors. But, Sevalaya did it. Think well. Do well. Act well. Sevalaya always does this and the journey is continuing still. This is possible only because of the founders, trustees, volunteers and the donors of Sevalaya.

A.R. Ariraj
Manager – Plant HR



Computer Age Management Services Pvt Ltd

Education, Healthcare and Sanitation are vital to the development of a nation like ours. CAMS, as a responsible corporate citizen, believe that the business can generate value and long term sustainability while making positive contribution to the betterment of the society.

CAMS promote Social and Inclusive Development in areas of Education, Healthcare and Sanitation and also encourage employees' participation.

CAMS association with Sevalaya is more than 7 years and our sponsorship of classes for the needy children is of great satisfaction and value.

P B Vijayaraghavan
Vice President (Operations)



A year of partnerships, old and new

Dear Friends,

With all your continued support, we have completed 27 years of serving destitute children, senior citizens and animals. In our journey which involves continuous growth, we have achieved another milestone – we have crossed total donations of one million US dollars in the period April 2014-March 2015.

Ongoing Services:

Continuing to deliver high quality education

Our Mahakavi Bharathiyar School continues to deliver high quality education. This year – for the 14th successive year– we produced 100% or near 100% results in the X and XII grade Board Exams. It was not just “passing the exams”. Nearly half the class got above 75% and 90 % of the students got more than 60%. This is no mean achievement, considering that these are first generation learners, with no support for or exposure to learning at home. That we were able to achieve this with the student strength increasing from 1720 to 1980 is doubly satisfying.

Leveraging technology and expertise in teaching from across the globe

The use of technology has made it possible to leverage the expertise of teachers from across the globe. We have installed broadband and Video Conferencing facility in our school. These facilities have been utilized effectively and teachers from Chennai, Bangalore as well as from the UK, the USA and Australia conduct classes for our teachers and our students. Given the increasing breadth and depth of the content in the syllabus, this has provided a great opportunity for our teachers to acquire some of the latest skills in teaching and for our students to learn from experts across the globe. This exposure that the students and teachers get is very unique. In addition, the staff are trained on an on-going basis in academic and personality development areas to ensure that their skills remain up-to-date. They are also encouraged to pursue continuous education and several staff members have availed and are availing support facilities offered for further studies.

Community College – drive towards employability

Another new initiative that has had a successful beginning is Mahakavi Bharathiyar Community College. The college has secured TNOU recognition. Two batches of students have graduated from the community college. As in the school, we have achieved 100% results and, more importantly, 100% placement. This initiative is in line with our belief that learning is a lifelong endeavour and ultimately should result in job creation.

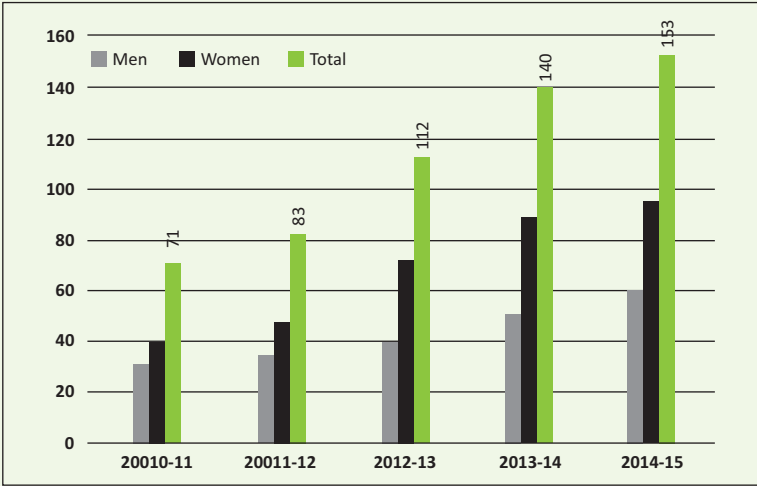
Helping Destitute Children

During the course of the year, our Children’s Home strength increased from 140 to 200. Two children’s homes in Thiruvallur district were closed as a result of disciplinary action taken by Government authorities. There were 17 children in the first home and 57 in the other, who were to be accommodated elsewhere. The Government decided to move all of them to Sevalaya, due to the trust and faith they have in Sevalaya. All these children were moved to Sevalaya hostel literally overnight. We accommodated them and continue to provide high quality service that has become the landmark of Sevalaya. As a result, the cost of running Sevalaya hostels jumped up by 25% and we are trying to manage the extra load on us with support from generous donors.

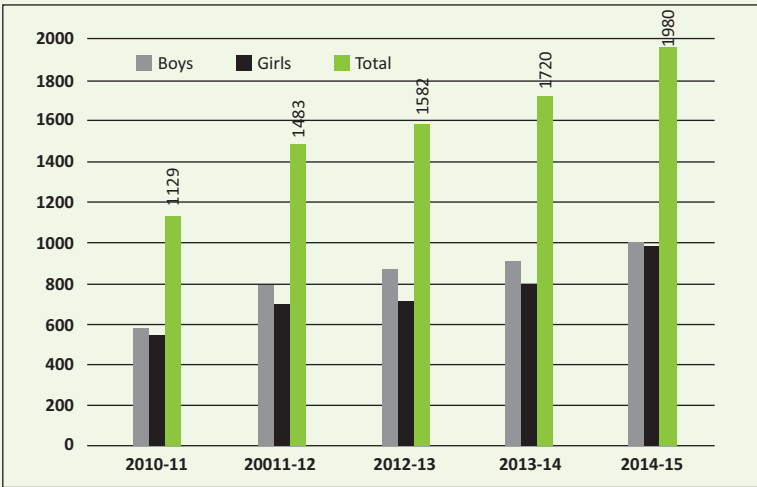
Gaushala

We believe that “Seva” should be extended not just to human beings but also to destitute animals. We have been having a Gaushala not only for milking cows but also for dry cows. To make this more effective, a new Gaushala that can comfortably house 50 cows is nearing completion. Given the respect that exists for cows, a separate area for performing “Gau Puja” has been identified. This has been very well received by the public who regularly perform Gau Puja as well as Gau dana (donation of a milking cow in memory of the deceased family members). The Gaushala is environmentally beneficial. The cow dung and cow’s urine are the most important ingredients for organic farming and the new Gaushala is designed in such a way that none of this will be wasted. They will be used in our vermi compost plant and

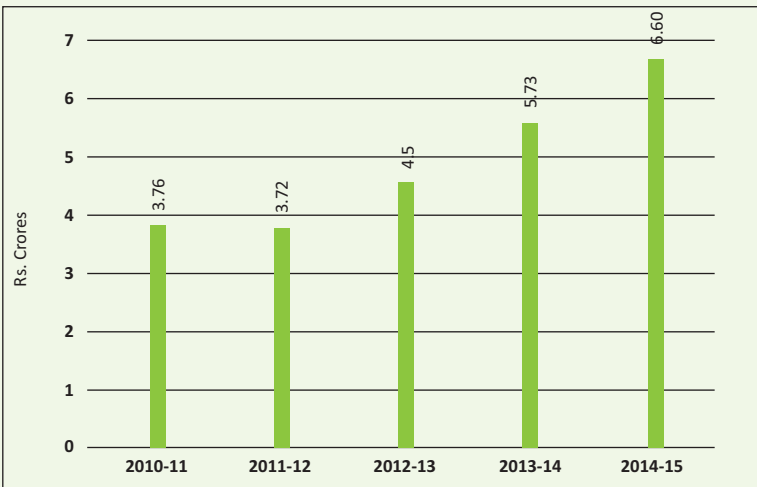
Staff Strength



School Student Strength



Annual Revenue



the bio-gas plants. With more cows, the yield in our organic farm is also picking up.

Support from our Corporate Partners

During the year, the new CSR laws have provided good impetus to the support from corporates. Many corporates found Sevalaya a trustworthy partner for implementing their CSR projects. Our existing corporate donors are taking increasing interest in Sevalaya's activities and this has also encouraged several new corporates to partner with Sevalaya. Some of the details are provided in the table. In addition, several other organizations, as a part of their volunteering activities, did volunteering service at Sevalaya. We do hope that these organizations will become corporate donors in the coming years.

Support for other initiatives

We continue to receive support from several well-wishers for some of the ongoing and new initiatives:

- Many donors have sponsored bicycles for children coming from distant villages. Prior to this, the children had to go through the hardship of walking a few kilometres as there is limited or no public bus service from these villages.
- Harrow Desis from UK joined many other international donors this year in supporting Sevalaya. They have sponsored children's education.

Dr. Nithyasree Mahadevan performing a music concert at Bharathiya Vidhya Bhavan, Chennai



- Page Pierre from Switzerland has sponsored the construction of a science centre. This will improve the interest in learning science. We will open this centre for all village schools so that the children will be able to come and perform experiments on their own and learn scientific concepts.
- Page Pierre has also sponsored a new auditorium which is coming up for the use of hostel children and the many volunteers who come from various colleges. Improvements in terms of more furniture in school etc. are also planned.
- There was a long felt need for a reception room for visitors including donors, as there was no separate space for them in the campus. Our long time supporter, Mr. Ramaiah came forward to fund this project and now we have a room to display the products of our multi-talented students and receive the visitors. After a conducted tour of the campus, they can come back and interact in a comfortable setting. Mr. Ramaiah also introduces many new donors to Sevalaya. He has kept a collection box for Sevalaya in his house, which gets filled up every month.

Green Campus

Sevalaya's Kasuva campus is an environment-friendly campus. We try to practice what we preach. Many nearby schools and schools who are members of TERI (The Energy Research Institute) visit Sevalaya campus to learn about our environment-friendly activities, which include

- 80% of power requirement is met by solar power.
- Pre-heated water, using solar water heater, is used in kitchen.
- Steam boilers, stoves using briquettes and bio-gas are used in kitchen minimizing the need of LPG gas.
- Vermicompost, Panchakavyam and Amudha karaisal are produced in Sevalaya campus and used in Sevalaya's organic fields.
- Gaushala is protecting dry cows. The cowdung and the urine are used as manure and pesticide in the organic farm.

	Organization	Initiatives Supported
1	SCOPE International	<ul style="list-style-type: none"> • Have been an ardent supporter for several years • Helped construct the community college • Meeting the running expenses of the community college • Associates spend three volunteering days per year • Conduct English, Value Education and Computer Literacy classes • Took part in campus cleaning, painting • Helped conduct several competitions and events in the campus • Sponsored medical camps in and around Sevalaya
2	Asian Paints	<ul style="list-style-type: none"> • Completed four CSR projects • Contributed to the Solar Power Generation in the campus; 80% our power demands are met by this environment friendly source • Created Endowment for health and hygiene of 8 children • Improved the hygiene in kitchen by donating an automatic chappati making machine, new utensils and providing mesh in kitchen and dining hall to prevent flies and mosquitoes coming in • Improved the environment by setting up water treatment plant for steam boilers and rain water harvesting • Volunteering every week for spending time with children and senior citizens
3	Lionbridge Technologies	<ul style="list-style-type: none"> • Support teacher improvement programs with teaching methods for English, computer training • Identify toppers in each class and arrange special programs to motivate them • Volunteers taking classes for students • Provide monthly toiletries for hostel
4	Cognizant Foundation	<ul style="list-style-type: none"> • Sponsored the upgradation of Science laboratories • Sponsored original software for the computer lab
5	PPG Asian Paints	<ul style="list-style-type: none"> • Sevalaya provides education till 12th grade and always gets 100% results. PPG Asian Paints sponsored 60 alumni of Sevalaya for higher education so that students can continue their higher education, without dropping out for want of financial support. These sponsored students pursue higher education in areas like engineering. • This project is now run by the Sevalaya alumni association. All alumni, supported by PPG Asian paints, have agreed to spend atleast four hours a week in Sevalaya campus doing voluntary service
6	Caterpillar	<ul style="list-style-type: none"> • Celebrate their CSR day every year at Sevalaya • Donation by Caterpillar staff • Planted 25 trees for a greener environment
7	Poorvika mobiles / Fortunes Communication Pvt. Ltd	<ul style="list-style-type: none"> • On the occasion of the 43rd birthday of N Uvaraj, the owner of Poorvika Mobiles, 43 children from Sevalaya were invited for a dinner party at a resort in Mahabalipuram and treated with gifts and good food. • Also sponsored the education for these 43 children
8	CAMS	<ul style="list-style-type: none"> • Sponsored education for 203 children of 11th and 12th grade • Senior officials visited Sevalaya for various functions
9	eBay Foundation	<ul style="list-style-type: none"> • Facilitated participation of Sevalaya in the “Joy of Giving Week” • Sponsored education for 102 children
10	Woori Bank	<ul style="list-style-type: none"> • Created endowments to sponsor food and education expenses of 12 children • Planted tree saplings at the campus • Senior executives visited Sevalaya on several occasions
11	Lotte Choco Pie	<ul style="list-style-type: none"> • Sevalaya children invited to see the factory where the choco-pies are made and taste the delicious choco-pies • Senior executives visited Sevalaya on several occasions • Sponsored education for 10 children
12	G R Thangamaligai	<ul style="list-style-type: none"> • Sponsored education for 11 children

Academic Performance

Dropout rate in 2014-2015 : 3.8%

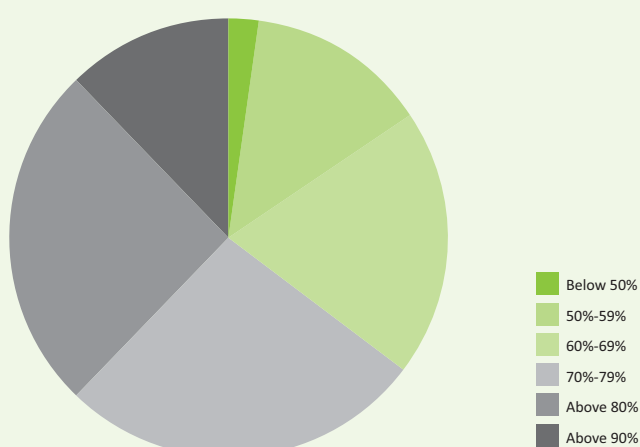
Total school pass percentage for all classes : 99%

(This mean that out of every 100 students who joined our school at Kinder Garten 95 students came out successful, passing the Higher Secondary (12th grade) Examination this year.)

X STD Public Examinations 2014-2015

Nos.	
Entered	136
Passed	133

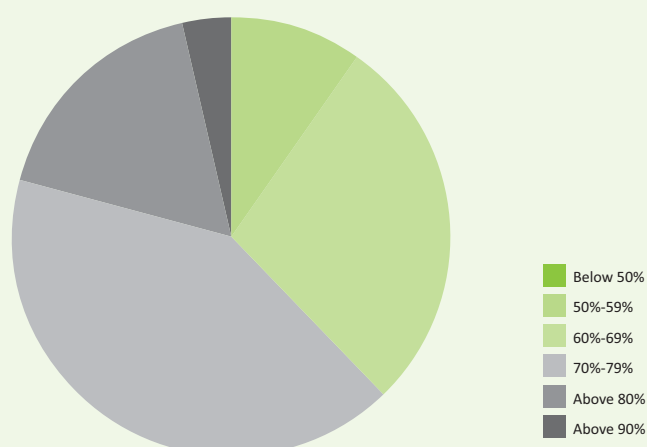
Marks distribution



XII STD Public Examinations 2014-2015

Nos.	
Entered	111
Passed	111

Marks distribution



- Waste segregation is done at the source. Bio-degradable materials are composted and used as manure. Non-degradable are re-cycled.
- Rice, vegetables and fruits produced in Sevalaya's organic farm are consumed by the children and senior citizens. As we do not have enough land to cultivate, such chemical-free food is available only for a couple of months in a year.

Medical camps

In association with many leading hospitals in Chennai, Sevalaya took experts and specialist doctors to the interior villages, organized many medical camps besides camps in the Sevalaya hospital. Each camp had hundreds of beneficiaries, free surgeries and medicines. Many spectacles were distributed free of cost. Significantly, many villagers were detected having cancer and hepatitis and treatment organized with the help of city hospitals. Without such camps, these villagers would have never known the medical problems they had.

Social Outreach

Sevalaya participated in "Daan Utsav" (Joy of Giving Week), which is celebrated in many cities in India. There were regular programs like wish tree, gift compassion and share a sandwich. This year Sevalaya tried to take the "Joy of Giving" concept to villagers. A "Seva Ratham" was designed and the ratham (chariot) was taken in a procession to all the neighboring villages. Forty villages were covered and in each village, the villagers were encouraged to take up a project and serve the people of their own village. This was very new to the villagers and they treated Seva Ratham as another religious activity and started taking aarthi, offering coconut and banana. It took a lot of explaining to make them understand that this is a different kind of chariot and then they started participating in activities such as tree planting and temple cleaning. Programmes to create awareness on blood donation, organ donation, girl child education were also conducted.

Sevalaya also organized a one day heritage food exhibition. Nearly 2000 villagers visited the stalls and they were taken

two generations back and reintroduced to millets and various preparations using vegetables and fruits. Our naturopathy doctor explained the medicinal value of each millet, vegetable, fruit and leaf.

Celebrated carnatic music singer Dr.Nithayshree Mahadevan offered to sing free for Sevalaya in memory of Mahakavi Bharathi. A full program consisting of only Bharathi songs, brought back the memory of her grandmother, Carnatic music legend, D.K.Pattammal and how Bharathi's songs played a key role in Indian Independence struggle.

Another celebrated artist, Mr.Mari Anand, donated all his paintings to Sevalaya. The "Gallery Sri Parvathi" venue was given free for 3 days by Lakshmi Venkatraman to hold an art exhibition in aid of Sevalaya. Rohini, film star, inaugurated the exhibition.

United Way of Chennai organized "Wipro Marathon" and Sevalaya supporters participated in the run to raise donations for Sevalaya. Sevalaya volunteers and children were present in key points on the 21 Kms stretch to cheer the runners.

Volunteers

Sevalaya staff are well supported by a team of volunteers who come and share their time, energy and creativity, expecting nothing in return but the pleasure of having done the right thing. There are foreign volunteers, including gap-year students, who come and stay for a period of 3-12 months and work on specific programmes. There are also volunteers who come as and when time permits and help out in any area that the staff needs them to. Corporate employees typically come on weekends to take 'fun' classes for the students. Many institutions such as Anna University, IIT Madras, Presidency College, New College and Soka Ikeda College come on NSS Camps for a week and take up various activities. Social Work and MBA students come on their academic project work and spend couple of months.

Donors

Sevalaya does not receive any Government grant, except for the Integrated Campus project. (Integrated campus project is an initiative of Social welfare department, Government of Tamil Nadu, under which

Our Old Students - What are they doing now?

Studying

Medical	002
B.E	038
Degree Courses	250
Teacher Training	003
Post Graduate Courses	001
Nursing	007
Diploma	004
Polytechnic	005
B.Sc.Agriculture	010
B.Ed	008
Total	328

Completed

B.E	044
B. Ed	005
Degree Courses	263
Polytechnic	008
B.Sc. Agriculture	033
Teacher Training	017
Nursing	017
Fashion Technology	002
Bachelor of Social Work	001
Diploma (DCA & Technical)	006
Total	396

Employed

Private Concerns (including MNCs in various capacities)	249
Police	001
Teachers	040
Total	290

The above statistics relate to our students who completed 12th standard from our school from 2005 to 2014.



Swami Omkarananda flagging off the Seva ratham that visited villages to create awareness about joy of giving

25 senior citizens and 25 destitute children are housed in one campus. Government provides a part of the running expense for this activity. Sevalaya was selected by the Government to run this project in Thiruvallur district).Sevalaya continues

to run mostly on donations made by well wishers. These donations which form the life blood of the organisation could range from a small one-time amount from an individual to large amounts given regularly by Foundations. The donor could be anyone from a local person who lives a couple of streets away to a Foundation based in the USA or Europe which has heard of and seen the good work being done and the growth achieved by Sevalaya consistently year after year. The organisation, on its part, extends its policy of non-discrimination to its donors too. Every donor, small or big, has the same place in our hearts, and receives all periodic communication regarding the activities, successes, financial status and plans. It is our way to keep each and every donor apprised and to ensure transparency. Hence, as a policy, we do not publish a "Major Donors List."

Governance

Good governance is key to achieve all the services in a transparent and ethical way. Sevalaya's Board of Trustees and

School Toppers 2015

Standard X

1st Rank



R. Mohan - 484/ 500

2nd Rank



Pratheebea - 466/500

3rd Rank



Hariprasad - 464/500

Standard XII

1st Rank



M. Nandhini - 1145/1200

2nd Rank



Praveena - 1110/1200

3rd Rank



C. Mageshwari - 1087/1200

Advisory Board consist of socially minded professionals with key competencies in areas such as Child Care, Education, Counseling, Moral Education, Information Technology and Management functions. They are individuals who have faith in the values of Mahatma Gandhi, Mahakavi Bharathiyar and Swami Vivekananda – the Holy Trinity that have been guiding Sevalaya’s ideals ever since the beginning. Each Trustee/Advisor has taken up a role of a coach and guides the units. The Trustees/Advisors render these services purely out of their passion and commitment to the goals and do not receive any remuneration as compensation, conveyance, sitting charges or whatever.

Within the ambit of our mission and vision, the organization is divided into 3 functional and 2 supportive units. The 3 functional units are:

1. Bharathi Team – Leads our educational initiatives, and includes primary school, high school, higher secondary school, Community College and library.

2. Gandhi Team – Leads our rural development activities, and includes village development activities, craft centre, agriculture and gaushala.

3. Vivekananda Team – focusses on activities providing support for needy, including Old Age Home, Boys Home, Girls Home, Integrated Campus and Medical Centre.

These functional units are supported ably by Public Relations and Administration Teams.

Human Resource Development

The consistent and unqualified success of the organization is, without a doubt, due to the dedication of the entire staff who gives their all with ‘service’ as their watchword. The organization recognizes this selfless service attitude of the staff, with suitable developmental opportunities and reward programmes.

One of the unique features of Sevalaya is the Annual Strategy Meeting held every year before the start of the new academic

Staff pursuing Higher education

This activity by our staff is sponsored by M/s Mara W Breech Foundation, USA

	Name	Before joining	After joining	Now studying
1	R. Babyramani	B.Sc.,B.Ed	-	M.A
2	K.Malarmathy	D.T.Ed	B.Lit	Pandit
3	K.Beulah	D.Ted.,B.A	M.A(Eng)	B.Ed
4	C.Kanchana	10th	XII	B.Lit (II yr)
5	D.Pradap	D.Ted.,B.A	M.A.B.Ed.,MSW	B.Lit (III yr), M.Phil
6	D.Aswini	D.Ted, B.A	B.A, B.Ed	M.A
7	M.T.Anandan	D.Ted	B.A.	B.Ed
8	T.Gayathri	B.Com		B.Lit (II yr)
9	S.C.Suresh	D.Ted	B.A(History)	M.A (History)
10	S.Santhi	D.Ted	B.Sc(Maths)	B.Ed
11	V.Mahariga	D.Ted	-	B.Lit
12	D.Umar	B.A.Eng	-	M.A.Eng (II yr)
13	K.Muthu	D.Ted	-	B.Lit (II yr)
14	M.Muruganandam	D.Ted. B.Lit	-	M.A (II yr)



Founder V. Muralidharan receiving the Big Chennai award for Social Initiative from S. Muthiah

session. As early as February/March, all the residents of Sevalaya's Old Age Home, Children's Home, students in high school and staff working in the various units are asked to write briefly what they think Sevalaya did well in the current year, what could have been done better and what they feel should be done in the coming year. Inputs from 'Visitor's Feedback' diary in the campus is also considered. Ideas are also obtained from many donors. Specific questionnaires are designed for each stakeholder segment and they fill it and send it back. The Managing Trustee then consolidates these ideas which are then discussed in the Annual Strategy Meeting. The management and staff then distill them into focus areas, objectives and action plans. This year sixteen focus areas have been identified and each one has specific targets which are shared in a common calendar. These targets are tracked closely in weekly reports and monthly meetings to ensure they are taken to completion and any challenges on the way are addressed. This exercise makes each employee of Sevalaya willingly own responsibilities and be more committed to his/her work, instead of work being thrust on them. Such a participatory goal setting process, systematic identification of targets and consistent and professional tracking have been one of the major contributors to Sevalaya's success year after year.

The goal achievement of each employee is tracked on a month-on-month basis and feedback given by the supervisor. Marks are assigned and at the end of the year, the average of all 12 months marks are taken as the basis for increments and promotions. Staff who have completed five years and have a good track record are given salaries matching the government salary.

Annual plan, two year plan and a five year plan are made known to all employees, so that the path likely to be taken by the organization is very well known to them five years in advance. They have the choice to participate in the growth and grow themselves too.

Sevalaya believes in helping employees to build their capabilities. There are many inhouse training programs conducted by Trustees/Advisors. There are many training programs to which staff are nominated. Staff are encouraged to represent Sevalaya

in many meetings and conferences. Sevalaya sponsors the higher education of staff. Many who have joined Sevalaya as just school pass outs have now become post-graduates.

Sevalaya has a unique "paternity leave" scheme. When a child is born, the father gets three days paid leave to spend time with the new arrival in the family. Sevalaya announces 12 declared holidays per year. Out of this 8 are national holidays, which are mandatory, and other 4 are left to the choice of each employee.

Although as a voluntary organization, Sevalaya is exempted from contributing to Employee Provident Fund, it has a Group Superannuation policy covering all employees completing one year of service. Sevalaya has also opted for a gratuity scheme and employees who complete five years of service are eligible for gratuity. Sevalaya has also covered the life risk of its employees from day one of joining the organisation.

Right to Information

Though as a private charitable organization Sevalaya does not come under the "Right To Information" act, it believes in transparency and on its own accord, it voluntarily publishes financial information, bank details, details about all activities, names of people associated etc. on the website. Donors, well wishers and any member of the public can access all these data. Sevalaya publishes a monthly Newsletter and an Annual Report which includes the audited Accounts. Both are circulated to all donors and well wishers. The report is also available on the website www.sevalaya.org.

Awards:

Sevalaya's services were recognized at state level and national level through many awards this year also.

- All India women's conference selected Sevalaya as the best NGO in the country working for girl children education. The award was presented in their annual function held in New Delhi.
- Sevalaya's longest serving employee Mr.N.Ravichandran was selected as the best grass root level worker by CIOSA, an NGO network.



- Listeners of Big FM radio voted Sevalaya's Founder Trustee as the "Best Chennai-ite in social service".
- Organizations like Lions Club, Consumer and People's Right Protection Centre and Brahmin's Association honoured Sevalaya with various awards in their functions.

Government Recognition

Sevalaya's participation in government programs has picked up momentum this year. The social defense department, Government of Tamil Nadu, selected Sevalaya as the venue to celebrate the girl child day. Sevalaya's founder and managing trustee was invited to join various Government committees which deal with children and senior citizens. These committees come under Social Welfare Department, Government of Tamil Nadu. Thiruvallur district collector thought of an innovative project to eradicate the practice of child beggary in Thiruvallur district. He invited Sevalaya to be an NGO partner in implementing this program.

Moving Forward...

The success of Sevalaya in Kasuva village has been noticed, followed by request for replication in many parts of the country. We already have centres in three villages. In addition, we have started preparations to start a Free Community college (vocational training center) in Thirumalai Vaiyavur, 70 Kms south of Chennai. This

is likely to come up very soon. We are discussing with many corporates to set up more community colleges, in many parts of Tamil Nadu.

In the pipeline is a free University for the benefit of orphan, destitute and poor children.

With an improved website, we made it possible for our donors to donate online via their bank accounts and also using their credit or debit cards. With these technological advances that simplify the donation process and with the increased impact of the new CSR law, we are very confident that the support for Sevalaya's ambitious plans for expanding the scope and nature of services will be amply supported.

We thank all our sponsors, donors, well wishers, media, Government officials, visitors, volunteers – all who have contributed to this growth of Sevalaya over the past 27 years. We very strongly believe that Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda are continuing to guide us in our activities and it is only because of the power of their inspiration that Sevalaya has reached such heights and gained such strength and recognition.

Going forward, that is also the source of our confidence.

Thanks & Regards

Sevalaya Murali

*Founder & Managing Trustee
sevalayamurali@sevalaya.org*

Target CA



6.30 AM Hari helps his wards with their bath.



7.00 AM The children are groomed and helped to get dressed, then taken for their breakfast.



5.30 AM Hari's day begins in the living quarters he shares with 9 small children who are 1st to 3rd standard students. Hari *anna* keeps an eye, as they fold their mattresses and sheets.

6.00 AM After washing away sleep from their eyes, the children are taken to the Basket ball court, where the 200 plus boys and girls of the Homes assemble. The yoga session lasts 30 minutes.



8.30 AM Hari is ready for school. He will take his wards with him.

Sporting aspirations brought S Hari from Tirupathur to Sevalaya. A resident of Sevalaya’s Boys Home, he gets to play many familial roles there, even as pursuing the Commerce group in the 11th standard.



9.00 AM Pursuing Commerce group, Hari hopes to do B Com and then CA. Accounts are not easy, but he has an opportunity to ask class mates to clarify.

4.30 PM Hari’s happy hours at the play field. It was his sporting aspirations that brought him to Sevalaya from his Tirupathur village 300 kms away. What triggered the interest was his watching a kabadi competition in his village. With nearby schools offering no sports facility, Hari’s father who hauls rice sacks in a godown for a living, brought him to Sevalaya.

Hari is in the Sevalaya handball team that ended up as Divisional runners up, after topping in the District. He has one more year and one more chance to go past the Division, on to State championship. Good luck!



12.30 PM Senior boys serve meals at breakfast, lunch and dinner.

6.30 PM Play time winds up, with distribution of protein supplements. Study time till the curfew hour at 9.00 PM is interrupted by Dinner at 8.00 PM.



Bread winner



Life is a game of snakes and ladders, as K.Venkatesan has found out early in a short life. His family of six plunged into misery in 2011. One fateful day, Venkatesan's father Kuberan, who is a carpenter, fell from a roof and sustained multiple fractures. Venkatesan was a 5th Standard student at Sevalaya then. With no money even for bus fare, Venkatesan dropped out of school and started working at a saw mill for Rs 1,000 a month. The salary was raised to Rs 1,500 soon, on constant pleading. Venkatesan's mother started to go for house work, to keep the kitchen fire going.

Venkatesan's elder sister's marriage had to be conducted, so the family persuaded Venkatesan's employer to loan Rs 1 lac. Venkatesan's pay would be surrendered to repay that – bonded labour of a sort. The employer seized the title deeds of the family's 2.5 cents of land and their house as security.

The marriage was somehow managed. Then, in 2014, Venkatesan heard about Sevalaya Community College and wanted to join the Carpentry trade. When he approached his employer, a shock awaited him. The Rs 1 lac loan had been attracting usurious interest and despite surrendering his salary for three years, the outstanding amount was claimed to be Rs 70000! So the title deeds would remain with him. Parking that problem, Venkatesan joined and completed his Carpentry course. That proved a true ladder in his short life. He got a job at Haworth in Sriperumbadur.

The long commute by bus, train and Company bus meant long,

5 AM to 9 PM days. But the pay of Rs 8,000 plus came as a big blessing. The family started making plans to do the house flooring, when came another downturn, his father's health took a turn for the worse. Paralysed, he was admitted to a Government hospital, where Doctors asked for scans to be done. With no money for that, Venkatesan's younger brother, a teenager working for a pittance with a relative, had to be recalled to help his mother with the immobilised father. That left the younger sister, an 8th Standard student, alone at home. So Venkatesan had to stop going to work, for her safety.

Fortunately, after three months of turmoil, Venkatesan's father has been discharged from hospital and Venkatesan has resumed work.

He recognises that but for his Carpentry course, he would have been "a coolie earning Rs 100 a day". Barely out of his teens, Venkatesan has seen many snakes and ladders. "I don't want my mother to suffer any more", he says with moist eyes. Venkatesan's devotion to his family is moving. So is that of his mother, taking care of her paralysed husband after he had sunk much of his wages income in his active years, in drinks.



“The best years of my life”



Growing up in Calcutta and then getting married to a banker perpetually on transfer gave Annapurna Narayanaswami a pan-India exposure and identity. Teaching was her childhood passion, then social service got added, influenced by Narayanaswami, who had decided to retire at 50 and do social service. The couple were looking at various options.

One night, Narayanaswami woke up his wife. He was searching the net for highlights of Tiruninravur and came across Sevalaya. “This is very inspiring”, he told her. The next day, they were at Sevalaya, offering help in the weekends. “You must teach English”, she was told. Narayanaswami was to teach spoken English to all classes. Thus began Annapurna’s association with Sevalaya. The year was 2002.

“There was only one building – just the ground and first floors”, Annapurna recollects. “Total strength was 400 students and a dozen teachers, with one section in each class, upto the 10th Standard. The homes were full even then – 150 children and 50 elders.” For the city bred Annapurna, Tamil medium classes were a new experience. The students were from a different socio economic class. “Have you eaten?” was the normal greeting. Initially Annapurna found it odd. “It took me a month to understand that it was a genuine question where food was scarce. With parents working in the fields, children often would miss their meals.”

She found the students eager to learn, yet she was stunned by how

little English they knew. So, night classes were started, with the day scholars accommodated in the hostels. For that part of the year, she would stay in the guest room. When the results were announced, Sevalaya registered 100% pass for the first time and up from 82% the previous year. "It was a great and special feeling", Annapurna recalls and adds, "We have never looked back since then".

"We were a small group, united in a common purpose", Annapurna recalls. The group was inspired by the vision Sevalaya Founder V Muralidharan shared with them. "To see it coming up in front of our eyes was magical. Standard 11 was started in 2011. The staff strength increased during 2005-12. First the Science and Agriculture Groups were offered and then Computer and Commerce Groups got added. Then came a fortuitous visit by representatives of the Chennai Willingdon Corporate Foundation. They insisted on going around and into details. They gave extempore spelling tests in some classes. They were very happy. It didn't take long before the Trust wrote a cheque for Rs 37 lacs and the two storied new building came up. The new infrastructure allowed setting up separate Physics, Chemistry, Biology and Computer Science labs, and doubling of student strength, to 800.

Annapurna is also witness to the socio economic transformation of the neighbourhood. Thatch roofed shacks have given way to concrete houses. Education, ITI and such vocational courses and employment have fuelled a visible change.



"Sevalaya can take some credit", Annapurna says.

"These have been the best years of my life. Sevalaya is more than a school. I found the children ready to share the little they had. Small things gave them so much happiness. During projects and exhibitions when ideas were given, they came up with wonderful huge models using natural resources. Their creativity was astounding. The changes you see in the children are dramatic. You can literally see the life transformation in the way the children dress, the way they talk, think. Sevalaya has facilitated that transformation. For me, it was great to see that my strengths found acceptance and use. And I had the opportunity to interact with great people. A truly inspiring experience!".

“Where I discovered my talents”



I used to be in the class top ten. But after I lost both my parents when I was in the IV Standard, I became more depressed and lost interest in studies.

Then my aunt brought me to Sevalaya. It took me some time but I started liking the place. Soon I will wait for Saturday because on that day, Murali *anna* will come and I will play with him. I will feel happy as if someone from my family has come.

The talent in me was identified by Sevalaya. I am good at singing, drawing, poetry writing and sports. When I was studying VI standard, I sang a song on the stage and after which my teacher encouraged me to sing more songs. Soon, out of 4000 participants, I got the 1st prize in a competition. This is because of Sevalaya only.

My English was very poor because I had no interest in the subject. My English Miss used to scold me strongly in class but in the evening she would talk to me and ask me to write at least four lines without mistakes. In the same way my Biology Miss also used to take care of me. If I did not have breakfast, she would give me biscuits and make me study. No school will teach their students like this. I got 903 marks in the public exam which was a great surprise for everyone. The person who felt happy more than me was my English Miss. I got 115 in English – much better than 70, which was my best till then. This brought me more happiness, because the hard work that I put in got me this mark. I used to stay up with my Physics Miss and study till 12 or 1 p.m.

Neighbours saw a hungry nine year old Abhirami crying at her mother's day- old grave, demanding to be fed, and brought her to Sevalaya Home. She has been a Sevalaya family member for 14 years. Her story, in her own words.

I used to present greeting cards to Murali *anna* and when I was studying IV std I gave him a drawing of Krishna and Yasodha. He got it framed and displayed in the guest room. He got a portrait of Vivekananda done by me framed and kept it in the library. He would then proudly show them to guests. When he sees me in the campus he will also introduce me to the donors and visitors, as the artist who made them. I would feel very happy. In Sevalaya everyone knows me for my singing.

I was inspired by the sayings of Bharathiyar, Vivekananda and Gandhi which is taught in our school. I remember a story where Swami Vivekananda was chased by monkeys and suddenly he faced it and all the monkeys ran away. I also follow this in my life and face all the problems in my life with courage.

I asked Murali *anna* whether I can pursue my higher education in the field of drawing. He said if I have interest he will help me to study. So with his support I applied for Bachelor of Fine Arts. The fees for the course was Rs 10,000 per year and with Murali *anna's* help I joined the course.

One day, we saw a man lying on the pavement in front of the School. I rushed to him and gave him some water. My friends kept watching it. My Sir was also watching this. Later he called me and asked me why I did what I did. My Sir was moved by this and after this he started to encourage me.

I used to stay in a ladies hostel in Mylapore. There was an elderly person who stayed there and who got sick and was bed ridden. Out of



the 17 girls who stay in my room, I alone went and helped her. She was moved to tears and said that even though she had relatives, it was an unknown person who cared to help. This incident was very touching for me.

I am glad to be back in Sevalaya, now working as a Drawing teacher in the school and also a warden in the Girls hostel.

I want to prove myself and give back to the organisation that has brought me to this stage.

AUDITOR'S REPORT

Menon & Pai

Menon & Pai
Chartered Accountants,
12/4, Ashirwad Apartments,
Puliyur First Lane, Trust Puram,
Kodambakkam, Chennai - 600 024.
Telefax : 24881860
Tel : 24836117
E-mail : menonpai@vsnl.com

AUDITOR'S REPORT

We have audited the attached balance sheet of **SEVALAYA** at Kasuva Village, Pakkam Po, Near Thiruninravur - 602 024 as at 31st March 2015 and the attached Income and Expenditure account for the year ended on that date annexed thereto. These Financial Statements are responsibility of Board of Trustees. Our responsibility is to express an opinion on these financial statements based on our Audit.

We have conducted our audit in accordance with auditing standards generally accepted in India. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audit provides a reasonable basis of our opinion.

We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of the audit. In our opinion, proper books of account have been kept by the Trust so far as appears from our examination of the books.

In our opinion and to the best of our information, and according to the information given to us, the said accounts give a true and fair view:-

- (i) in the case of the Balance Sheet, of the state of affairs of the above named Trust as at 31st March 2015 and
- (ii) in the case of the Income and Expenditure Account of the surplus for the accounting year ended on 31st March 2015.



For Menon & Pai
Chartered Accountants
Firm Regn. No. 008025S

Ug R
A. Arjuna Pai
Partner
Mem. No. 007460

Chennai, 27th May 2015

Partners : A. Arjuna Pai FCA, V. Surendran Menon FCA

Consolidated Balance Sheet as at 31st March 2015

FUNDS & LIABILITIES	Rs.Ps	Rs.Ps	PROPERTY & ASSETS	Rs.Ps	Rs.Ps
CORPUS FUND MAIN			FIXED ASSETS		
As per last Balance Sheet	1,71,20,226.72		As per last Balance Sheet-W.D.V		6,02,35,246.65
Add: Contributions during the year	9,81,452.00	1,81,01,678.72	Add : Additions during the year		1,78,70,501.00
					7,81,05,747.65
CORPUS FUND FCRA			Less : Depreciation for the Year		-1,10,51,931.00
As per last Balance Sheet	87,94,575.67				6,70,53,816.65
Add: Contributions during the year	7,661.75	88,02,237.42	INVESTMENTS		
			Mutual Funds(Value as at 31st March 2015 Rs.2725672)		
CORPUS FUND 35AC SCHOOL EXPENSES					25,00,000.00
As per last Balance Sheet	88,87,424.00				
Add: Contributions during the year	18,000.00	89,05,424.00	INTEREST ACCRUED ON FIXED DEPOSITS		8,38,975.07
CORPUS FUND 35AC CHILDREN'S HOME					
As per last Balance Sheet	37,84,921.00		CURRENT ASSETS		
Add: Contributions during the year	2,80,000.00	40,64,921.00	Deposits:		
			Rent	2,83,000.00	
CORPUS FUND 35AC OLD AGE HOME			Gas	22,550.00	
As per last Balance Sheet	16,47,363.00		Telephone	5,999.00	
Add: Contributions during the year	50,000.00	16,97,363.00	Electricity	1,78,546.00	4,90,095.00
ENDOWMENT FUND MAIN			Sundry Debtors		
As per last Balance Sheet	40,16,564.00		Refund Receivable	3,958.00	
Add: Contributions during the year	22,83,050.00	62,99,614.00	Salary To be Recovered		3,958.00
ENDOWMENT FUND FCRA					2,955.50
As per last Balance Sheet	11,05,040.45				
Add: Contributions during the year	80,000.00	11,85,040.45	Cash and Cash Equivalent:		
			Cash in Hand		10,585.00
ENDOWMENT FUND 35AC SCHOOL EXPENSES			Cash at Bank:		
As per last Balance Sheet	25,25,000.00				
Add: Contributions during the year	5,65,000.00	30,90,000.00	Indian Bank - 700645546	1,38,335.00	
			Indian Overseas Bank - 029101000008743	2,97,084.24	
ENDOWMENT FUND 35AC CHILDRENS HOME			Karur Vysa Bank - 1239155000005146	3,46,117.14	

Consolidated Balance Sheet as at 31st March 2015 (Contd.)

FUNDS & LIABILITIES	Rs.Ps	Rs.Ps	PROPERTY & ASSETS	Rs.Ps	Rs.Ps
As per last Balance Sheet	19,83,200.00		SBI - 32237434192		2,65,676.80
Add: Additions during the year	2,96,000.00	22,79,200.00	Indian Bank - 6090184237		24,601.80
			ICICI Bank - 218601000134		51,605.10
ENDOWMENT FUND 35AC OLD AGE HOME			Indian Bank - 408048361		2,34,603.91
As per last Balance Sheet	13,97,200.00		Karur Vysya Bank - 123972000001496		2,88,776.39
Add: Contributions during the year	4,88,000.00	18,85,200.00	Indian Overseas Bank - 0291010000020343		4,70,356.47
			Dena Bank - OAH		48,413.58
GENERAL FUND					
As per last Balance Sheet	7,35,73,547.35		- Fixed deposits with bank		7,75,12,442.00
Add :Gaushala Construction Fund	27,10,728.00				
:Toilet Construction Fund	11,36,605.00				
:Water Doctor Fund	6,00,000.00				
:Science Lab Fund	8,10,561.00				
: Solar Project Fund	85,76,670.00				
:Excess of Income over Expenditure for the Year	28,08,394.71	9,02,16,506.06			
UNIVERSITY FUND-As per last Balance Sheet		40,50,000.00			
Current Liabilities					
TDS Payable		1,213.00			
Total		15,05,78,397.65	Total		15,05,78,397.65

For Sevalaya

V. Muralidharan
Managing Trustee
Chennai, 27th May 2015

As per our report of even date attached
For MENON & PAI
Chartered Accountants
Firm Regn. No. 008025 S
A. Arjuna Pai
Partner
Mem No. 007460

Consolidated Income and Expenditure Account for the Year Ended 31st March 2015

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
To			By	
Expenses on Agricultural Activities			"	
Salaries and Allowances	3,22,204.18		Donations received	3,80,41,654.47
Agricultural Training Expenses	3,558.00		Grants from Ministry of Social Welfare Govt. of Tamilnadu	11,22,430.00
Tools and Implements Expenses	810.00			
Electricity Charges	3,685.00		"	3,09,641.34
Production Expenses	71,974.00		"	59,61,353.00
Repairs and Maintenance Expenses	12,95.00		"	11,000.00
			"	1,85,769.62
"				
Expenses on Children's Home Activities				
Salaries and Allowances	15,67,311.45			
Food and Fuel Expenses	21,07,955.50			
Maintenance Expenses	7,251.00			
Health and Hygiene Expenses	19,279.00			
Advertisement Charges	70,373.40			
Printing and Stationery Expenses	1,20,947.60			
Conveyance Expenses	1,48,612.40			
Vehicle Insurance	13,156.80			
Electrical and Plumbing Expenses	41,915.00			
Electricity Charges	1,13,392.00			
Medical Expenses	75,426.00			
Repairs and Maintenance Expenses	1,92,519.00			
Postage Expenses	32,384.10			
Recruitment Expenses	31,831.00			
Telephone Charges	39,676.34			
Vehicle Maintenance Expenses	66,742.85			
Funeral Expenses	17,300.00			
Tools and Implements Expenses	1,597.00			
Building Maintenance Expenses	63,244.00			
Training Expenses	318.00			
Bank Charges	2149.61	47,33,382.05		

Consolidated Income and Expenditure Account for the Year Ended 31st March 2015 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
" Expenses on Old Age Home Activities				
Salaries and Allowances	73,000			
Food and Fuel Expenses	4,08,977			
Health and Hygiene Expenses	3,785			
Advertisement Charges	70,373			
Printing and Stationery Expenses	1,19,188			
Conveyance Expenses	1,48,712			
Vehicle Insurance	13,157			
Repairs and Maintenance Expenses	3,825			
Telephone Charges	39,676			
Vehicle Maintenance Expenses	66,093			
Funeral Expenses	38,610			
Tools and Implements	2,042			
Postage Expenses	32,384			
Medical Expenses	19,629			
Electricity Charges	37,753			
Electrical and Plumbing	27,678			
Building maintenance	300			
Bank Charges	10,973	11,16,155.75		
" Expenses on Educational Activities				
Salaries and Allowances	98,68,882			
Advertisement Charges	1,40,747			
Printing and Stationery Expenses	4,11,510			
Conveyance Expenses	2,98,600			
Vehicle insurance	26,314			
Repairs and Maintenance Expenses	1,00,981			
Telephone charges	82,515			
Vehicle Maintenance Expenses	1,32,186			
Tools and Implements Expenses	8,067			
Postage Expenses	64,768			
Higher Education Assistance	4,02,325			

Consolidated Income and Expenditure Account for the Year Ended 31st March 2015 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
BGV-Value Education Assistance	24,435			
Building Maintenance Expenses	2,70,334			
Computer Spares Expenses	84,810			
Electrical and Plumbing Expenses	46,754			
Electricity Charges	79,098			
Examination Expenses	72,805			
Library Expenses	18,067			
Literary, Cultural and Sports Expenses	85,705			
Rates and Taxes Expenses	45,101			
Staff welfare Expenses	1,61,100			
Fairs and exhibitions Expenses	23,360			
Training Expenses	11,000			
Uniforms Expenses	16,76,256			
Sports Expenses	31,311			
Recruitment Expenses	31,831			
Bicycles For Student	12,100			
Maintenance expenses	28,733			
Education material	11,50,067			
Lab Equipments	22,612			
Interest on TDS	235			
Bank Charges	337	1,54,12,945.38		
" Expenses on Gaushala Activities				
Salaries and Allowances	3,31,604			
Cattle Feed	3,03,275			
Medical Expenses	19,294			
Puja Expenses	9,104			
Maintenance Expenses	10,248			
Conveyance Expenses	300			
Repairs and Maintenance Expenses	600			
Staff Welfare Expenses	320			
Training Expenses	2,520			

Consolidated Income and Expenditure Account for the Year Ended 31st March 2015 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Building Maintenance	700			
Cattle Insurance	45,950	7,23,914.68		
" Expenses on Rural Development Activities				
Salaries and Allowances	35,045			
Advertisement Expenses	1,40,747			
Conveyance Expenses	2,97,225			
Printing and Stationery Expenses	2,38,375			
Postage Expenses	64,768			
Telephone charges	79,353			
Vehicle Maintenance Expenses	1,32,186			
Vehicle Insurance	26,314			
Training Expenses	700			
Awareness Programme Expenses	5,216			
Cultural Event Expenses	3,420			
Medical Camp Expenses	5,911			
Maintenance Expenses	4,812	10,34,070.76		
" Community College Expenses				
Salaries and Allowances	6,69,015			
Printing and stationery Expenses	5,340			
Conveyance Expenses	19,659			
Recognition Expenses	30,100			
Electrical and Plumbing Expenses	8,774			
Electricity Installation charges	18,525			
Electricity Charges	19,657			
Maintenance expenses	21,919			
Training equipments	46,846			
Telephone charges	5,516			
Admin Supplies	10,950			
Examination Expenses	2,000			
Literary and Cultural Expenses	1,150			

Consolidated Income and Expenditure Account for the Year Ended 31st March 2015 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Training expenses	693			
Repairs and Maintenance Expenses	605			
Postage Expenses	50			
Vehicle Maintenance Expenses	90			
Carpentry consumables	5,000	8,65,888.95		
" Expenses on Integrated CH Activities				
Salaries and Allowances	8,22,568			
Building Maintenance Expenses	1,80,322			
Contingencies Expenses	50,000			
Maintenance Expenses	2,26,746			
Water and Electricity Charges	36,575			
Transportation Expenses	47,657			
Misc. Expenses	36,012			
Bedding	25,000	14,24,879.59		
" Expenses on Integrated OAH Activities				
Honorarium	4,34,308			
Health care Expenses	2,50,920			
Building Maintenance Expenses	89,930			
Recreation Expenses	20,583			
Misc.Expenses	20,001	8,15,741.98		
" Craft Centre Expenses				
Salaries and Allowances	2,07,789			
Electricity Charges	2,718			
Maintenance Expenses	2,576			
Rent	21,000			
Repair and Maintenance Expenses	4,275			
Training Expenses	6,520	2,44,878.43		
" Medical Centre Expenses		47,918.50		

Consolidated Income and Expenditure Account for the Year Ended 31st March 2015 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
" Employee Group Gratuity		14,54,285.00		
" Expenses on Public Relations Activities				
Salaries and Allowances	15,00,412			
Advertisement Expenses	23,458			
Conveyance Expenses	49,537			
Printing and Stationery Expenses	46,676			
Postage Expenses	10,795			
Telephone Expenses	13,225			
Vehicle Maintenance Expenses	22,381			
Vehicle Insurance	4,386			
Training Expenses	13,275			
Fairs and Exhibitions Expenses	1,40,004			
Staff Welfare Expenses	1,869			
Seminars and Conferences Expenses	17,537	18,43,555.16		
" Administrative Expenses				
Salaries and Allowances	5,01,888.00			
Conveyance Expenses	49,537.47			
Printing and Stationery Expenses	39,729.20			
Postage Expenses	10,794.70			
Telephone Charges	17,849.43			
Advertisement Expenses	34,257.80			
Office Rent	3,24,000.00			
Legal Expenses	2,90,000.00			
Accounting Package Expenses	9,900.00			
Vehicle Maintenance Expenses	22,030.95			
Bank Charges	46,383.07			
Electrical and Plumbing Expenses	1,704.00			
Electricity Charges	23,427.00			
Maintenance Expenses	21,941.00			

Consolidated Income and Expenditure Account for the Year Ended 31st March 2015 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Membership Fees	500.00				
Recruitment Charges	21,250.00				
Repair and Maintenance Expenses	10,883.00				
Computer Maintenance Expenses	8,356.00				
Staff Welfare Expenses	54,111.00				
Tools and Implements	13,242.00				
Training Expenses	70,100.00				
Vehicle Insurance	4,385.60				
Website Development Expenses	60,273.10				
Stipend to Trainee	7,997.00				
Rates and Taxes	5840.00	16,50,380.32			
" Depreciation		1,10,51,931.00			
" Excess Of Income Over Expenditure transferred to Balance sheet		28,08,394.71			
Total		4,56,31,848.43	Total		4,56,31,848.43

For Sevalaya

V. Muralidharan
Managing Trustee
Chennai, 27th May 2015

As per our report of even date attached
For MENON & PAI
Chartered Accountants
Firm Regn. No. 008025 S

A. Arjuna Pai
Partner
Mem No. 007460

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015

RECEIPTS			PAYMENTS		Rs. Ps
To	Opening Balances		By	Expenses on Agricultural Activities	Rs. Ps
In Savings Account with Banks:				Salaries and Allowances	3,22,204.18
Indian Bank - 700645546				Agricultural Training Expenses	3,558.00
Indian Overseas Bank - 029101000008743		1,11,979.00		Tools and Implements Expenses	810.00
Indian Bank - 6090184237		95,807.51		Electricity Charges	3,685.00
Karur Vysa Bank - 1239155000005146		33,397.00		Production Expenses	71,974.00
ICICI Bank - 218601000134		3,19,077.62		Repairs and Maintenance Expenses	1,295.00
SBI - 32237434192		57,000.00			4,03,526.18
Indian Bank - 408048361		1,66,163.80	"	Expenses on Children's Home Activities	
Karur Vysa Bank - 123972000001496		1,81,711.87		Salaries and Allowances	15,67,311.45
Indian Overseas Bank - 029101000020343		2,14,019.50		Food and Fuel Expenses	21,07,955.50
Dena Bank - 051110025214		1,15,889.33		Health and Hygiene Expenses	19,279.00
Cash In Hand:		1,62,041.84		Maintenance Expenses	7,251.00
Imprest	-			Advertisement Charges	70,373.40
Collection	18,345.00			Printing and Stationery Expenses	1,20,947.60
Petty Cash	-			Conveyance Expenses	1,48,612.40
				Vehicle Insurance	13,156.80
				Electrical and Plumbing Expenses	41,915.00
Contributions Received				Electricity Charges	1,13,392.00
Corpus Fund	13,37,113.75			Medical Expenses	75,426.00
Endowment Fund	20,66,550.00			Repairs and Maintenance Expenses	1,92,519.00
C S R Project Fund	80,17,666.00			Postage Expenses	32,384.10
Community College Fund	-			Recruitment Expenses	31,831.00
Solar Project Fund	47,51,670.00			Telephone Charges	39,676.34
Gaushala Construction Fund	27,10,728.00			Vehicle Maintenance Expenses	66,742.85
				Funeral Expenses	17,300.00
Grants from Ministry of Social Welfare Govt. of Tamilnadu				Tools and Implements Expenses	1,597.00
				Building Maintenance Expenses	63,244.00
Donation Received				Training Expenses	318.00
Dividend Received				Bank Charges	2,149.61
Interest on Deposits & Bonds					47,33,382.05

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
"		"		
Fixed Deposits Matured	2,28,25,408.00	Expenses on Old Age Home Activities		
Disposal of Old Items	1,66,425.00	Salaries and Allowances	73,000.00	
Awards	11,000.00	Food and Fuel Expenses	4,08,977.00	
Other Income	19,344.63	Health and Hygiene Expenses	3,785.00	
		Advertisement Charges	70,373.40	
		Printing and Stationery Expenses	1,19,187.60	
		Conveyance Expenses	1,48,712.40	
		Vehicle Insurance	13,156.80	
		Repairs and Maintenance Expenses	3,825.00	
		Telephone Charges	39,676.34	
		Vehicle Maintenance Expenses	66,092.85	
		Funeral Expenses	38,610.00	
		Tools and Implements	2,042.00	
		Postage Expenses	32,384.10	
		Medical Expenses	19,629.00	
		Electricity Charges	37,753.00	
		Electrical and Plumbing	27,678.00	
		Building maintenance	300.00	
		Bank Charges	10,973.26	11,16,155.75
		"		
		Expenses on Educational Activities		
		Salaries and Allowances	98,68,882.22	
		Advertisement Charges	1,40,746.80	
		Printing and Stationery Expenses	4,11,510.45	
		Conveyance Expenses	2,98,599.77	
		Vehicle insurance	26,313.60	
		Repairs and Maintenance Expenses	1,00,981.00	
		Telephone charges	82,514.78	
		Vehicle Maintenance Expenses	1,32,185.70	
		Tools and Implements Expenses	8,067.00	
		Postage Expenses	64,768.20	
		Higher Education Assistance	4,02,325.00	

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		BGV-Value Education Expenses	24,434.50	
		Building Maintenance Expenses	2,70,334.00	
		Computer Spares Expenses	84,810.00	
		Electrical and Plumbing Expenses	46,754.00	
		Electricity Charges	79,098.00	
		Examination Expenses	72,805.00	
		Library Expenses	18,067.00	
		Literary, Cultural and Sports Expenses	85,705.00	
		Rates and Taxes Expenses	45,101.00	
		Staff welfare Expenses	1,61,100.00	
		Fairs and exhibitions Expenses	23,360.00	
		Training Expenses	11,000.00	
		Uniforms Expenses	16,76,256.00	
		Sports Expenses	31,311.00	
		Recruitment Expenses	31,831.00	
		Bicycles For Student	12,100.00	
		Maintenance expenses	28,733.00	
		Education material	11,50,067.00	
		Lab Equipments	22,612.00	
		Interest on TDS	190.00	
		Bank Charges	337.36	1,54,12,900.38
		"		
		Expenses on Gaushala Activities		
		Salaries and Allowances	3,31,604.18	
		Cattle Feed	3,03,275.00	
		Medical Expenses	19,293.50	
		Puja Expenses	9,104.00	
		Maintenance Expenses	10,248.00	
		Conveyance Expenses	300.00	
		Repairs and Maintenance Expenses	600.00	
		Staff Welfare Expenses	320.00	
		Training Expenses	2,520.00	

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs.Ps	Rs.Ps
		Building Maintenance	700.00	
		Cattle Insurance	45,950.00	7,23,914.68
		"		
		Expenses on Rural Development Activities		
		Salaries and Allowances	35,045.00	
		Advertisement Expenses	1,40,746.80	
		Conveyance Expenses	2,97,224.72	
		Printing and Stationery Expenses	2,38,374.95	
		Postage Expenses	64,768.20	
		Telephone charges	79,352.79	
		Vehicle Maintenance Expenses	1,32,185.70	
		Vehicle Insurance	26,313.60	
		Training Expenses	700.00	
		Awareness Programme Expenses	5,216.00	
		Cultural Event Expenses	3,420.00	
		Medical Camp Expenses	5,911.00	
		Maintenance Expenses	4,812.00	10,34,070.76
		"		
		Community College Expenses		
		Salaries and Allowances	6,69,014.98	
		Printing and stationery Expenses	5,340.00	
		Conveyance Expenses	19,659.41	
		Recognition Expenses	30,100.00	
		Electrical and Plumbing Expenses	8,774.00	
		Electricity Installation charges	18,525.00	
		Electricity Charges	19,657.00	
		Maintenance expenses	21,919.00	
		Training equipments	46,846.00	
		Telephone charges	5,515.56	
		Admin Supplies	10,950.00	
		Examination Expenses	2,000.00	
		Literary and Cultural Expenses	1,150.00	

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		Training expenses		693.00
		Repairs and Maintenance Expenses		605.00
		Postage Expenses		50.00
		Vehicle Maintenance Expenses		90.00
		Carpentry consumables		5,000.00
				8,65,888.95
		"		
		Expenses on Integrated CH Activities		
		Salaries and Allowances		8,22,567.59
		Building/Rent/Maintenance Expenses		1,80,322.00
		Contingencies		50,000.00
		Maintenance Expenses		2,26,746.00
		Water and Electricity Charges		36,575.00
		Transportation Expenses		47,657.00
		Misc Expenses		36,012.00
		Bedding Expenses		25,000.00
				14,24,879.59
		"		
		Expenses on Integrated OAH Activities		
		Honorarium		4,34,307.98
		Health care Expenses		2,50,920.00
		Building Maintenance Expenses		89,930.00
		Recreation Expenses		20,583.00
		Misc. Expenses		20,001.00
				8,15,741.98
		"		
		Craft Centre Expenses		
		Salaries and Allowances		2,07,789.43
		Electricity Charges		2,718.00
		Maintenance Expenses		2,576.00
		Rent		21,000.00
		Repair and Maintenance Expenses		4,275.00
		Training Expenses		6,520.00
				2,44,878.43
		"		
		Medical Centre Expenses		47,918.50

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs.Ps	Rs.Ps
		" TDS Remitted		1,787.50
		" Advance Given for examination Expenses		3,958.00
		" Employee Group Gratuity Fund		14,54,285.00
		Sevalaya School Expenses Project		1,000.00
		" Expenses on Public Relations Activities		
		Salaries and Allowances	15,00,412.01	
		Advertisement Expenses	23,457.80	
		Conveyance Expenses	49,537.47	
		Printing and Stationery Expenses	46,676.20	
		Postage Expenses	10,794.70	
		Telephone Expenses	13,225.43	
		Vehicle Maintenance Expenses	22,380.95	
		Vehicle Insurance	4,385.60	
		Training Expenses	13,275.00	
		Fairs and Exhibitions Expenses	1,40,004.00	
		Staff Welfare Expenses	1,869.00	
		Seminars and Conferences Expenses	17,537.00	18,43,555.16
		" Administrative Expenses		
		Salaries and Allowances	5,01,888.00	
		Conveyance Expenses	49,537.47	
		Printing and Stationery Expenses	39,729.20	
		Postage Expenses	10,794.70	
		Telephone Charges	36,139.43	
		Advertisement Expenses	34,257.80	
		Office Rent	3,51,000.00	
		Legal Expenses	2,90,000.00	
		Accounting Package Expenses	9,900.00	

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs.Ps	Rs.Ps
		Vehicle Maintenance Expenses	22,030.95	
		Bank Charges	46,383.07	
		Electrical and Plumbing Expenses	1,704.00	
		Electricity Charges	86,673.00	
		Maintenance Expenses	21,941.00	
		Membership Fees	500.00	
		Recruitment Charges	21,250.00	
		Repair and Maintenance Expenses	10,883.00	
		Computer Maintenance Expenses	8,356.00	
		Staff Welfare Expenses	54,111.00	
		Tools and Implements	13,242.00	
		Training Expenses	70,100.00	
		Vehicle Insurance	4,385.60	
		Website Development Expenses	60,273.10	
		Stipend to Trainee	7,997.00	
		Rates and Taxes	5,840.00	17,58,916.32
		" Investments		
		Fixed Deposit with Bank		3,69,12,442.00
		" Fixed Assets purchased		1,78,70,501.00
		" Closing Balances		
		In Savings Account with Banks:		
		Indian Bank - 700645546	1,38,335.00	
		Indian Overseas Bank - 0291010000087	2,97,084.24	
		Indian Bank - 6090184237	24,601.80	
		Karur Vysa Bank - 1239155000005146	3,46,117.14	
		ICICI Bank - 218601000134	51,605.10	
		SBI - 32237434192	2,65,676.80	
		Indian Bank - 408048361	2,34,603.91	
		Karur Vysa Bank - 123972000001496	2,88,776.39	

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2015 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		Indian Overseas Bank - 029101000020343	4,70,356.47	
		Dena Bank - 051110025214	48,413.58	21,65,570.43
		Cash In Hand :		
		Collection	8,958.00	
		Imprest	1,106.00	
		Petty Cash	521.00	10,585.00
Total	8,88,45,857.66	Total		8,88,45,857.66

For Sevalaya

V. Muralidharan
Managing Trustee
Chennai, 27th May 2015

As per our report of even date attached
For MENON & PAI
Chartered Accountants
Firm Regn. No. 008025 S
A. Arjuna Pai
Partner
Mem No. 007460

Salary and benefits 2014 - 2015

Details of Board Members as on 31/03/2014				
Name	Position on Board	No. of meetings attended	Remuneration and reimbursements	
Muralidharan V	Managing Trustee	12	ZERO	
Lakshminarayanan E	Trustee	10	ZERO	
Ilayaraja G	Trustee	5	ZERO	
Shankar R	Trustee	4	ZERO	
Manu Kapila	Trustee	2	ZERO	
Prembabu K C	Trustee	9	ZERO	
Thilak Iyer	Trustee	6	ZERO	
Annapurna N	Trustee	6	ZERO	
Kumaran Mani	Trustee	1	ZERO	
Distribution of Staff according to Salary levels as on 31 March 2015				
Slab of Gross Salry plus benefits (Rs. Per Month)	Male	Female	Total (Nos)	
< 5000	6	38	44	
5000-10000	29	40	69	
10000-25000	23	10	33	
25000-50000	2	5	7	
50000-100000	0	0	0	
100000 >	0	0	0	
Total	60	93	153	
Total cost of International Travel by all Personnel (including Volunteers) and Board Members - NIL				
	Name	Designation	Remuneration (in Rs.)	
Operational Head of the organisation: (including honorarium):	Muralidharan V	Managing Trustee	ZERO	
Highest paid person in the organisation (staff or consultant):	Kingston A A	Centre head Kasuva	4,35,200	
Lowest paid person in the organisation (staff or consultant):	Kanchana S	Rural development worker	36,000	

ACTIVITY CALENDAR

Anil Kumar Jain, Chief Guest released Sevalaya's 2013 -14 annual report.

26th Annual day

Sevalaya celebrated its 26th Annual Day on 20th October, 2014. Chief Guest at the function Anil Kumar Jain, Group Chairman and Managing Director, Fortunes Communication Pvt. Ltd felicitated Sevalaya for its service to the underprivileged and presented Long Service Awards to the employees who

completed 20, 10 and 5 years of service in Sevalaya. Residents of the nearby villages who have been exceptionally supportive were also honored. Free cycles were distributed to higher class students who came from surrounding villages. Sevalaya's 26th Annual Report was released on the occasion.



Caterpillar tree plantation



25 top executives from Caterpillar, USA visited Sevalaya and participated in tree plantation.

Caterpillar India Pvt Ltd conducted sports activities for all the children. They also sponsored many medical camps. General Physician, Gynecologist, Orthopaedic and Skin specialists visited the campus and did medical checkup and consultations for the residents and updated their medical records. Health Tonics were distributed to the residents. An awareness programme on Health and Hygiene by a lady Gynaecologist was also organized for the village women.

Cognizant funds modern science laboratory

Students of Sevalaya's Mahakavi Bharathiyar Higher Secondary School have now got access to a modern science laboratory, thanks to Cognizant Foundation coming forward to fund the modernisation and scale up of the laboratory infrastructure.

The Cognizant funding of Rs.8.11 lakhs, has created well equipped Physics, Chemistry, Biology and Computer Science laboratories benefitting nearly half of the 2000 students of school.



Sadagopan Madhavan, CEO, Cognizant Foundation handing over the cheque to V. Muralidharan, Founder and Managing Trustee.

BGV book released



From L to R : V Muralidharan, V Ramiah, Prof. Ramesh Gopalaswamy, V Subbiah and Swami Omkarananda.

On 11th September 2014, the memory day of Mahakavi Bharathiyar, Swami Omkarananda released "Virtuous and Victorious – Always", the English version of Sevalaya's Value education Book. M V Subbiah, Managing Trustee, AMM Foundation received the first copy.

Swamiji appreciated Sevalaya's efforts in bringing out the book on values which he cited as the crying need of the hour. Compiled by Ramesh Gopalaswami, a

Trustee of Sevalaya since 2011, the book draws from the lives of Bharathi, Gandhi and Vivekananda, the trio who have been shaping and guiding Sevalaya's vision, mission and actions. Even as highlighting the values preached and practiced by these inspirational leaders, each chapter concludes with their applicability in Sevalaya's own experience and offers some advice on how the readers can practice them in their lives.

Community college

The first batch of 43 students who successfully completed the courses received certificates at the hands of Yeshwanth Nagalakshmi, Head, CSR of SCOPE International on 14th November 2014.



Sevalaya's Community College was started in the year 2014 and it offers Carpentry, Beautician, Electrician, Air-Conditioning and Refrigeration and Garment manufacturing courses. While some are self employed all others who are employable, have landed jobs.

Children's day: Cheering up sick children



Sevalaya believes in making this day a special one for all children and every year entertains children at General Hospital, Thiruvallur. This year also the children of Sevalaya performed a variety entertainment programme for the children admitted in the paediatric ward and gave fruits and biscuits to all the children there. The main aim of this celebration is to cheer up the children in the hospital on this day.

Sevalaya participates in Eradication of Child Beggary Project



Thiruvallur District Collector, K. Veeraraghava Rao at the medical camp.

Sevalaya is one of the NGOs identified by the Thiruvallur District Collector, K Veeraraghava Rao to conduct a survey to identify the child beggars in the District and implement the Eradication of Child Beggary Project. It was observed that medical facilities is one of the prime requirements of the gypsies of this area and hence upon the collector's direction, a medical camp was organised in Pakkam village on 22nd February 2015. 200 people from the Gypsy community benefitted from the special medical camp.

The doctor's from Puliur Primary Health Centre conducted various check-ups like Dental, General check-up and took various tests like ECG, Scan and blood test to assess the medical problems of these people.

Say chocolate!



Lotte Choco pie sponsored the education of 10 underprivileged children in Sevalaya School. The Company also has the product lines to make these children of Sevalaya's Homes happy.



Christmas Celebrations 75 students of the hostel participated in “Jingle Bells Be” a Santa programme held at Spencer Plaza on 20th December 2014, organized by CSC and Raindropss. The Chief Guests were D Imman, (Film Music Director), A R Reihana (Sister of A R Rahman) and Andrea Jeremiah (Film Actor). The students were given school bags as Christmas gifts.



Pongal celebrations were kicked off by Chitra Muralidharan, LIC, Thiruninravur, lighting the Pongal urn. Mattu Pongal followed the next day with S Manoharan of Murugan Idli Shop as Chief Guest (below).

Festivals

All religious festivals like Deepavali, Pongal, Christmas, Ramzan, Mahaveer Jayanthi, Sri Rama Navami, Saraswathi Pooja etc., are celebrated with great joy and enthusiasm at Sevalaya. These celebrations provide an opportunity for the children to learn about all the faiths and also promote religious harmony.

Deepavali Celebrations were marked by great joy and gaiety at the campus. Also 154 children of Sevalaya participated in the Deepavali party on 12th October 2014 organised by “Udhavum Ullangal”, an NGO run by Sankar Mahadevan.



Ramzan was celebrated at the campus on 8th August 2014.



Sujith Kumar, HR Business Leader, Infosys, during the Republic Day celebration.

National Festivals

National Festivals like Independence Day, Republic Day and birth Anniversaries of National Leaders and eminent personalities are also celebrated. Children get to know more about the inspiring leaders who made great sacrifices for our Nation and the great personalities who have left a lasting impact on humanity, its progress, peace and prosperity.

Homage to martyrs

On 13th April 2014, 300 children from Std VIII to XI paid homage to the martyrs of the



Jallianwala Bagh massacre. This historical event is a permanent blot in the history of the British Raj and a turning point of India's freedom struggle.

The Chief Guest G Ram Mohan, Rtd. Railway Safety Commissioner, spoke to the children about India's freedom struggle, the sacrifices of various leaders and the committed involvement of the ordinary folk. He made a presentation on the Jallianwala Bagh massacre, explaining in detail the background of the incident.

Girl child day

Sevalaya hosted The National Girl Child Day celebrations on 16th October 2014. This was a Government Programme organized by Department of Social Defense.

M S Syed Rawoof, District Child Protection Officer, Thiruvallur District during the celebration.



International Women's day

20 lady employees from VA Tech Wabag Ltd, visited Sevalaya on 7th March 2015 to celebrate International Women's Day with the students of Sevalaya School and Community College. Divya from VA Tech Wabag spoke to the girls about being Self Confident and Self Reliant and motivated the Community College students to take up a career after they complete their course. Rohini Khanapur, Head HR, International Business, Andrena, Secretary to Chairman and the other ladies shared flowers and snacks with the students. They also conducted games and gave away prizes.



Free note books and uniforms distributed to 2000+ children

Free note books and uniforms were distributed to the 2000 children studying at Sevalaya's Mahakavi Bharathiyar Higher Secondary School along with educational aids including pencil, pen, crayons, geometry boxes and school bags. At the function held on 18th June 2014, La. Ganesan, National Executive Member of BJP, the Chief Guest, distributed items worth nearly Rs 30 lacs. Khadi Sarees and Dhotis were given to the staff who wear khadi thrice a week.



La. Ganesan, National Executive member of BJP, distributing free uniforms and notebooks to the school children.

Sevalaya Film

A 20 minute documentary film on Sevalaya, titled 'Temple of Service', was released on 7th August 2014 by B A Kothandaraman, Chairman and Managing Director, Viveks Ltd. The functioning of Sevalaya mainly depends on the largesse of its huge donor base spread across the world. Most of the donors are not able to visit and see

Sevalaya activities. For them, the film is a comprehensive presentation that also assesses the impact of Sevalaya's service to the community in the last 27 years.

Download Sevalaya documentary film, 'A Temple of Service' by visiting www.sevalaya.org



Music concert

A classical music concert by Lavanya Sundararaman, great grand daughter of Carnatic Music legend D K Pattammal was held on 15th August 2014. The artiste sang the patriotic songs of Mahakavi Bharathiyar which went well with the mood of the day and was enjoyed by the audience - children, old age home residents, villagers, staff and trustees.



Medical camps

Sevalaya organised many medical camps including general medical camp, Kidney Screening Camp, Cancer detection Camp, Diabetes Camp, Hepatitis Screening Camp, Gastroenteritis camp, eye camps etc.

So far 40 general medical camps, one hepatitis screening camp, one Gastroenteritis camp, one Diabetes and Kidney screening camp and five Cancer detection camps were held in association with Sankara Nethralaya, Tanker Foundation, Adyar Cancer Institute.





On 24th July 2014, Susheel R, Arokia Dass and 10 volunteers from Lionbridge Technologies conducted Health and Hygiene classes for the children of Std IX and XI. The team was guided by the project director Prasanna Vishwanathan. The team in groups screened presentations on the importance of hygiene. To encourage the students, they conducted Drawing, Essay and Rangoli competitions and distributed prizes to the children. Products of HUL, soaps, handwash, toothpaste were distributed to the children.



Volunteers from SCOPE International visited Sevalaya every Thursday and Friday and conducted value education classes to the students.

A drawing competition was conducted for the students from LKG to XII and the entire staff of the school on 6th September 2014, by the volunteers of SCOPE International. 650 volunteers co-ordinated the event which challenged participants to express various themes through art and imagination.



Batches of around 50 employees of SCOPE International visited Sevalaya in November. Like a large relay team, from 14th November to 22nd November 2014 they took turns to accomplish the task of painting the Old age home and the School Auditorium.

Retired Bank employees visit Sevalaya

Retired employees of Indian Overseas Bank (IOB) visited Sevalaya on 2nd August 2014, to spend a day with the children. They conducted games and other competitions to the children and distributed prizes to them.



Volunteers

Over a thousand volunteers visit Sevalaya every year. The volunteers from corporates and colleges visit us normally over the weekend, conducting games and competitions, spending their time with the children.

Overseas volunteers come for varying durations of stay and impart their special skills.



The management and 250 employees of SPi Global celebrated CSR Day at Sevalaya on 7th March 2015. They spent the whole day conducting various games for the kids and spent time with the senior citizens. They had lunch with the children and senior citizens.

As part of its 'Coach Them Young' , programme Cummins India sponsored iVolunteers to conduct an informative session on Environmental Protection. Students of Std VII to IX participated in the session held on 10th November 2014.

As a part of the 50th Anniversary celebrations , a team from Viveks Ltd visited Sevalaya on 28th June 2014 and conducted Games for the Children Home residents and gave away prizes to the winners. They also screened a movie for the children.

CAF India, a leading fund raising agency for charitable organizations, visited Sevalaya on 26th November 2014. Poulomi Dutta, Project Officer from CAF India, met children and old age home residents of Sevalaya in a detailed tour of the campus and studied the impact of the Microsoft employees GAYE – Give As You Earn - program grant being received by Sevalaya from CAF India.

Tours



On 21st May 2014, 17 senior citizens along with 3 staff went to Thiruthani, abode of Lord Murugan, situated at 50 kms from Sevalaya.

Industrial visit



On 6th June 2014, 22 students of Std XII guided by their teachers P J Bruno and R Jeevendran, visited Kobelco and Nippo Battery Company.

Organic farm visit



On 6th and 13th June 2014, 23 students of Std XII of Agricultural group visited Leo Organic farm to get a practical exposure of the organic farming methodologies. The students were guided by their teacher R Vijaya.



45 students of Std XI had a wonderful one day trip to Kancheepuram on 22nd November 2014. The educational part was a visit to the Hatsun Dairy Farm near Kancheepuram. The group also visited Kancheepuram's Kailasanathar temple and Rajiv Gandhi Memorial in Sriperumbudur. The entire day's programme including transportation was sponsored by Hatsun Agro products.

Pondicherry picnic

On 7th March 2015, 17 senior citizens and 22 hostel children were taken to Pondicherry for one day picnic. The picnic was organized by Nandhakumar from Chennai, who is a long standing donor of Sevalaya. They were taken to temple, beach and flower shows.



19 children from Sevalaya were the "Chief Guests" at E-hotels at Chennai's EA Mall on 17th November 2014. They took part in the cake mixing function, ahead of the year end season and had a taste of the cake they baked.

Awareness walk

Sevalaya has succeeded in creating an awareness in the neighborhood community about the need to protect our environment through various initiatives like rallies, street plays, lectures etc. The Smokeless Bhogi Rally is an annual event conducted ahead of Bhogi, the first day of the 3 day Pongal festival.

P Chitra, Tahsildar of Thiruvallur district, flagged off the rally on 8th January 2015. Over 1000 students from various schools and colleges participated in the rally which started from Shanmuga Marriage Hall and ended in SR Marriage hall in Thiruninravur. Students carried placards and recited slogans urging people to avoid burning of



garbage, plastics and other waste items and to distribute used clothes to the needy instead of burning them.

Students from Std VI to IX went on a rally in the Kasuva village to highlight the importance of "Rain Water Harvesting".

Annual Science Exhibition

The 3 day Annual Science Exhibition held from 15th August 2014, was open to all the schools in Thiruvallur district. Amutha Matriculation School and St. Claret from Thiruninravur and Sriniketan from Thiruvallur displayed their exhibits



and children from 4 others schools visited the exhibition. The theme of this year's exhibition was Indian Heritage.

At Sevalaya, Annual Exhibitions are gala affairs with all the staff and students enthusiastically working to make them better each year, and in an eco-friendly way. Models and other exhibits are made with natural things as far as possible, like clay, stones and plants, with minimal use of thermacol and other non-degradable materials.



Temple architecture

R Gopu, an expert in heritage visited Sevalaya on 14th March 2015. He spoke to the children about the important temples of South India and showed them many pictures highlighting the architectural beauty of these temples.



Montessori Exhibition

For the 230 children of 3 to 6 years who are studying in Sevalaya's Montessori classes, 10th April 2014 was a very proud day; they were the stars at the Montessori Exhibition, seen by other children and their parents. The Chief Guest was K E Raghunathan, Managing Director, Solkar Solar Industry. He said that he was very

much impressed by the children who were energetic and full of smiles.

Sevalaya introduced Montessori method of education in the pre primary level as it would have greater impact on developing motor coordination skills, deeper understanding of concepts in Maths and language and motivate students towards self learning.



K E Raghunathan admiring the work of the children.

Founder Honoured



V Muralidharan was the special guest at the Alumni Meet of Shrine Velankanni High School on 28th December 2014. Nearly 50 Alumni and teachers participated in the programme and handed over a cheque of Rs. 45,000 for 15 Black boards to Sevalaya's Mahakavi Bharathiyar School.

Sevalaya's Hony. Correspondent, Bhuvaneswari Muralidharan, was invited by BNY Mellon to be a Panel speaker in the panel discussion at the Women's Symposium on the topic, "Purposeful Life – Living and following your dreams", as part of their 10th Anniversary Celebrations held in Hotel Radisson Blu on 13th December 2014. She spoke about her journey as a Hony. Correspondent of Sevalaya, the challenges faced by organizations like Sevalaya from society and how students in the current generation can contribute with passion to serving the poor and the needy .

V Muralidharan, Founder and Managing Trustee, was the Chief Guest of the Infosys - Sneham 16th Annual Function held on 18th December 2014. He distributed awards to the volunteers of Infosys.

The Honorary Correspondent of Sevalaya Bhuvaneswari Muralidharan has been appointed as the member of the Internal Compliance Committee under prevention of Sexual Harassment of women at Workplace at ECGC Limited and Shasun Research Centre.

Sevalaya's Head-Corporate Relations, Radha Srinivasan, was invited as Guest to Haworth India Pvt Ltd to address the Women staff of Haworth. Radha spoke about "Women At Work", the challenges faced, innate abilities of women to handle the challenges, about women role models and some tips for women to achieve Work Life Balance and how to be successful professionally in the work place.

Photography training

S C Suresh, teacher of the primary school, attended a photography training in GYAN Institute. The training gave an in depth knowledge about the skills required to take quality photographs, the settings to be made in camera and handling the camera.

Leadership training

S Sumathi and B Rajeswari participated in a programme conducted by Kuruvilla Jacob Initiative for Promoting Excellence in School Education on 14th February 2015. They presented a project on the topic "I can make a difference", a study on the child's attitude towards studying well and be more disciplined.

TERI (The Energy Resources Institute) conducted Global Warming awareness programme for the school students on 10th February 2015 at Exnora Green Pammal at Pallavaram. 5 students of Std VIII attended this programme and got an idea about Rain water harvesting and Bore well management. They also visited Organic Manure centre and learnt about preparation of manure and production of bio gas from vegetable manure.



Workshop for teachers

Uma Garimela from Hyderabad conducted two days workshop to the teachers on handling children, writing portfolio, students assessment and Continuous Comprehensive Evaluation. The training was done through various activities, videos and lectures. The session was very useful to the teachers and it gave a vast knowledge in handling children.



Jaya Glory and S. Mari of Nishkam Trust conducted a two day training programme on 8th and 9th December 2014 for the nine Montessori staff of Sevalaya. They gave an in depth training on various methodologies of Montessori through all the teaching materials.



Disha Agriculture Camp



Sevalaya hosted the 6 day Disha Agriculture Camp from 29th April to 4th May 2014. The camp was organised by Ma Foi Foundation, a Chennai based NGO supporting underprivileged school children in their academics, sports, life skill development etc. 175 students from various schools in Chennai participated in the camp.

Spiritual programme for children

45 children, accompanied by 3 staff, attended Sri Sathya Sai Seva Samithi's Spiritual Program on 5th October 2014. Balavikas children, who are exposed to spiritual, cultural, educational and value imbibing activities, ranging between the age of 4 years to 17 years performed a variety of cultural programs exhibiting their talents in singing, dancing, and skits as also discussions on values and



Cheque presented



Tonekala Camp



Sevalaya children enjoyed the 3 day camp at Camp Tonakela from 6th – 8th May 2014. This has been an annual feature for our children, hosted by Camp Tonakela Association, Avadi - a social & developmental camp site for children.

disciplined life and thought provoking expressions.

Initiated by N Rangaswamy, Head of the Sri Sathya Sai Seva Samithi, Besant Nagar, 20 children (10 boys and 10 girls), accompanied by two care takers, participated in the 10 days Service camp at Sai Prasanti Nilayam at Puttaparthi, Andhra Pradesh during 29th April to 8th May 2014.

Sisters perform at London's Mountbatten Auditorium



Sisters Mahima Chandrasekhar and Shivangi Chandrasekhar, who have been Bharatanatyam students at the Bharatiya Vidya Bhavan, London, for the past several years, gave a performance at the Mountbatten Auditorium at United Kingdom on April 26th 2014. The event was organized by Vani Fine Arts in aid of Sevalaya.

Art exhibition by Mari Anand

Sevalaya organized a 3 days Art Exhibition of the paintings by Artiste Mari Anand from 13th to 15th February 2015, at Gallery Sri Parvati, Chennai to raise funds for its activities. The sale proceeds of this exhibition has gone to fund Sevalaya's projects. Cine artiste Rohini inaugurated the exhibition.



The Wipro Chennai Marathon funds Disbursement program, was held as an extension to Cyclothon CXO ride 2015, on 8th February 2015 at GRT Radisson Temple Bay, organized by United Way of Chennai. M A Alagappan, Chairman, United Way of Chennai (Ex Chairman, Murugappa group) presented a cheque to Radha Srinivasan of Sevalaya for funding the Montessori training materials project.

Seva Ratham spreads message of giving



As a part of Daan Utsav (Joy of Giving Week) Sevalaya also organised a Seva Ratham which travelled to 20 villages around Kasuva and conducted activities which benefitted the villagers in different areas of health, hygiene and social consciousness. The Seva Ratham was inaugurated by Swami Omkarananda on 11th September 2014. Daan Utsav is the rebranded version of Joy of Giving festival which has been spreading the idea of sharing with joy since 2009.

V Muralidharan, Founder & Managing Trustee of Sevalaya participated in the All India Joy of Giving Week (JGW) event in Delhi and presented various activities like Wish Tree, Seva Ratham, Learning Sandwich, Gift Compassion, conducted by Sevalaya in TamilNadu, as part of Daan Utsav Celebrations.

50 rural teams in volleyball tourney

Sevalaya organized a volley ball tournament for village youth during Pongal as a non violent alternative to Jallikkattu (Traditional Bull fighting). 50 teams from 22 villages participated in the tournament. For the village ladies, Rangoli competition was conducted and ladies from 40 villages participated. Volleyball team from Velliur village emerged as champions and trophies and medals were presented to top three teams. The medals and the cups for the winners were sponsored by Henry Maris, Secretary of Nazareth College of Arts and Science. Winners of the rangoli competitions were presented sarees.



Traditional Food Carnival

Sevalaya organised a traditional food carnival wherein the students demonstrated how to cook tasty dishes using millets. They also spoke about the uses of these millets. Boards showing their importance were displayed in each stall. Over 1000 residents of the 40 villages joined the 2,000 Sevalaya children at the carnival and tasted the traditional foods. The Chief Guest at the function M Nandhitha, District Social Welfare Officer complimented Sevalaya for bringing back heritage food into reckoning.

BGV Days

Mahakavi Bharathiyar, Mahatma Gandhi and Swami Vivekananda are the *de facto* founding fathers of Sevalaya. Their lives and works inspired Muralidharan to establish Sevalaya. It is our responsibility to ensure that the lives and messages of these great souls reach the younger generation for the betterment of the society. With this in view, Sevalaya conducts free open book examination on Bharathiyar, Gandhi and Vivekananda. The examination is open for all the schools and colleges in Tamilnadu. The residents of the central prisons in Tamilnadu are also invited to participate in the exam. Every year nearly 10000 students from 100 schools participate in this exam. The question paper is sent to the schools / prisons and the institutions conduct the exam at the appointed date and time all over the state. The institutions then select top 3 answer sheets and send it to Sevalaya. The short listed answer sheets from all the institutions are then evaluated by a committee in Sevalaya and the State toppers selected. Prizes,



trophies and certificates are then awarded to the winners at the birth anniversary Celebrations of the 3 leaders.

At Swami Vivekananda's Birth anniversary Celebrations 100 participants from 10 schools participated. Prison officials represented the toppers from the prisons.

99 children from 10 schools participated in annual Maths Talent Exam held in memory of Mathematics genius Srinivasa Ramanujan and 11 children were selected for the prizes.

At the Bharathiyar Birth anniversary

celebrations, seven students from Cuddalore, Kancheepuram, Thoothukudi, Chidambaram and Thiruvallur districts received their prizes.

Also receiving the prizes were 4 prison officers, representing the prisoners from Cuddalore and Coimbatore prisons.

600 students participated at the Gandhi Jayanthi celebrations and prizes and medals were distributed to the toppers from 16 schools of Karaikudi, Theni, Coimbatore, Chennai, Thiruvallur and Kancheepuram Districts.



Visit by Swamiji

His Holiness Shri Shri 1008 Satyatma Theertha Sripadangalavaru, Peetadhipathi of Shri Uttaradi Math visited on 24th December 2014 and blessed the children.



G Rajendran, Chairman, GRT group of companies sponsored the education of 11 children of Sevalaya for a year. He is giving away the cheque to the Founder and Managing Trustee V Muralidharan

Bhoomi Pooja of Gaushala

Bhoomi pooja of New Gaushala building was held on 3rd January 2015. This new Gaushala is sponsored by Rajiv Bharwani of Hongkong and will be built on 6400 sq.ft with separators between each cow. There will be dividers facilitating the cow to directly drink water and feed on the fodder. The cow dung and urine will be separately collected. The dung will directly go into the bio mass drum. The urine will be diluted by the water flowing out while cleaning the floors and will be sprayed as fertilizer in the agricultural fields of Sevalaya. Separate staff quarters for the staff of Gaushala is also planned. Vermicompost beds are planned separately and a stage to conduct Gau Pooja will also be constructed



Sports and Games

Sevalaya ties up with Junior NBA

Sevalaya has become a registered Reliance Foundation Jr NBA Member School. Sevalaya participated in the 'Train the Trainer' programme in Santhome High School, Mylapore and received free basketballs, training kit and coaches training book.

This tie up has come at the right time, now that Sevalaya has a basket ball court, thanks to the support of Round Table 64. Reliance Foundation Jr. NBA India provides PE Instructors/Coaches, resources to teach the game and improve participation. Member Schools will benefit from after school activities. The schools will also receive invitation to send teams/players to Reliance Foundation Jr. NBA competitions.

Sports Camps

At the invitation of District Sports Officer of Thiruvallur District, 11 children (6 boys and 5 girls) accompanied by one care taker, participated in the Sports Camp on 10th May 2014. These 11 children were selected on the basis of merit in sports activities.



Sevalaya team won the overall runner up trophy in the Bhumi Nakshatra competitions held at A M Jain college in Meenambakkam on 22nd February 2015. There were 1300 participants from 46 homes in Chennai and Thiruvallur districts.

Annual Sports Meet

Annual Sports Meet at Sevalaya is one massive exercise, what with a total of 14 individual athletic events and seven games for students of Standard VI and above, divided into three groups each for boys and girls. Then there are fun games for the junior classes. With 14 sections for 1,900 children, the competitions were long drawn out, starting in August and building up to

the Annual Sports day, on 12th September 2014. SCOPE International employees volunteered their time and sponsored the conduct of events and prizes. They regularly visited the campus from first week of August and conducted various sports events including individual athletic events as well as team games including basket ball, volley ball and handball.

Below: Gandhi Team, the overall champions, with trophy.



Championship at talent meet

Sevalaya children won the overall championship in the talent meet held at Sri Chandra Prabhu Jain College conducted by Rotaract Club of Blue Whales. Over 300 students participated in this meet. 54 children from Sevalaya participated in Group dance, Adapt tune, Treasure Hunt, Spell bee, Drawing and Singing competitions. Rtn. Suresh Kumar distributed prizes to all the children.



With Best Compliments from

Munusamy.T
TMS Modern Rice Mill
Thamaraippakkam Kuturoad (Periyapalayam Via),
Thamaraipakkam Post - 601103, Thiruvallur Taluk & District
Telephone: 044-2762 6953 - Mobile: 97511 50523, 90038 34674

With Best Compliments from

G.R.Natarajan & CO.,
CIVIL ENGINEERS, CONTRACTORS & CONSULTANTS
1, Jawaharlal Nehru Street, T.Nagar, Chennai – 600017
Phone: 2814 4698, 2814 3760, 28141774, 28142043
Fax: 91-044-2814 2997 - Email: grn@eth.net,
grnsairam@gmail.com - Website: www.grnindia.com

With Best Compliments from

BMS MOTORS
(Authorised Representative Dealer)
Sales, Service & Spares
mageshgbms@gmail.com
No.99, P.H.Road, Ramanathapuram, Pakkam-602 024 (Near Krishna Water Canal)
Prop: G. Magesh - Cell: 9444147702, 7812047702 - Phone: 044-65623584



With Best Compliments from


S.S.S. Traders
Salt & Cattle feed sales
No.6, Senthil Swami Street,
Kamaraj Nagar, Avadi, Chennai – 600 071
Telephone: 91-44-2655 4386, 2655 2958
Mobile: 98408 96460, 90030 44299

With Best Compliments from

Er. K.Alaghia Krishnan
No 15, Valhallar Flat, New Street, Lloyds Road
Triplicane, Chennai-600005
In loving memory of my beloved wife
Mrs. Padma Alaghia Krishnan

With Best Compliments from


IMPEC FILTERS Private Limited
Impeccable Air Filters For
HVAC, Cleanrooms & Mini Environments

With Best Compliments from


(Dental Care)
No 180/210, IInd floor, Pycrofts Road,
(Opp to Amir Mahal, above SBI Bank)
Royapettah, Chennai – 600 014, Email: giftsmile@gmail.com

With Best Compliments from


Platinum Heat Treaters Pvt. Ltd.
1K-9C, Ambattur Industrial Estate,
Chennai - 600 058.
Phone: 044 - 2625 1887, 2624 1760
Fax: 044-2652 1078, Mobile: 98400 27490

With Best Compliments from

N.R.S GROUPS
(KASUVA VILLAGE)
N.R.S Bricks Works
N.R.S Bricks Industries
N.R.S Enterprises (Indian Oil Dealer)

**"Quality
is Our
Motto"**

With Best Compliments from **N. Anantapadmanabhan**

**TAMIL NADU SYNTHETIC
PACKAGINGS LIMITED**
Manufacturers of: PP / HDPE Woven Fabrics and Sacks
No. 168, 94th Street, 15th Sector, K.K. Nagar, Chennai - 600078
Tele Phone: 91-44-2483 8358 Fax: 044-2483 8128
No : 6,7 & 8 - Ekambara Naicker Industrial Estate,
Alapakkam, Chennai - 600 116
Phone : 91-44-2476 7547 Mobile : 94440 48358
Email: tespl_bsnl@dataone.in

with best compliments from



T. NAGAR
20, North Usman Road,
Chennai - 600 017.

MYLAPORE
58, North Mada Street,
Chennai - 600 004.

Customer Care 044 - 4399 6666

With Best Compliments from

Chandru Digital Studio
Computer Mixing Video Coverage & Xerox
P.H. Road, Pakkam,
Ph : 9840405347



With Best Compliments from

SRIMAN MADHWA SIDHANTA ONNAHINI PERMANENT NIDHI LTD.

(SMSO PERMANENT NIDHI LTD)

CIN No. U65110TN1881PLC002799

Regd. Office : 37, Car Street, Triplicane, Chennai - 600005. Ph. : 044-28445084, 044-28442139,
044-28445422 Email : smso1881@gmail.com Visit us : www.smsnidhi.com

- Well established Nidhi Company operating with 19 branches in TamilNadu
- Authorised Share Capital Rs.10 Crores
- Paid up Share Capital Rs. 5 Crores
- Professionally Managed Nidhi Company
- Turnover Exceeds Rs.300 Crores
- All The Branches Are Computerised And Connected With Core-Banking Solutions.

BUSINESS : Deposits, Mortgage Loan, Jewel Loan & Locker Facility

Sri.R.Srinivasan
EXECUTIVE OFFICER

Sri. B.Nagaraja Rao
PRESIDENT

With Best Compliments from

V.R. Vasudevan, B.E. (Hons) I.R.S.E., F.I.P.W.E.,
Commissioner of Railway Safety (Retd.)

The unstinted devotion of Sri V.Muralidharan towards service of the down trodden is indeed a great example to be emulated by many to enable this nation to progress further

TOP OPEN SOURCE SOFTWARE SERVICES

- ✓ Compiere
- ✓ Pentaho
- ✓ Wordpress
- ✓ Shopify
- ✓ Android

ERP
BI & BIG DATA
WEBSITES
ECOMMERCE
APPS



www.tenthplanet.in
(L) Phone: 044 42961000
(M) Phone: 9840302789
email: info@tenthplanet.in

The Shakthi to manage funds on your own.

Take advantage of exclusive privileges with **KVB Shakthi**, the savings account for women.

Features

- Free Demat account*
- Free DD/PO/RTGS/NEFT*
- Free collection of cheques/DDs, D/W, I/W*
- Free P/A insurance - ₹1 Lakh*
- Concession in processing charges on retail loan products*
- Multi-purpose personal loan up to ₹1 Lakh under EMI*

Banking services at your convenience

Mobile Banking (mPay)



- Balance enquiries
- Fund transfer (IMPS)
- Airline & movie ticket bookings
- Hotlisting of lost debit cards

Internet Banking



- Utility bill payments
- Mobile recharges
- Fund transfer
- Online shopping

KVB Debit Card



- Easy purchase at merchant outlets
- Accepted internationally
- Earn reward points

*Conditions apply



www.kvb.co.in
Helpline No.: 1860 200 1916



Sponsorship Details

You can express your love, affection and support for our Children, Senior Citizens, Dry Cows and our Community by sending donations.

Sponsor Food for Children & Senior Citizens

One Time (in Rs)			
Meals	Full Sponsor	Principal Sponsor	Co-Sponsor
Breakfast	8,000	4,000	2,500
Lunch	36,000	15,000	6,000
Dinner	16,000	8,000	5,000
Full Day	60,000	27,000	13,500
Endowment (in Rs)			
Meals	Full Sponsor	Principal Sponsor	Co-Sponsor
Breakfast	1,00,000	50,000	32,000
Lunch	4,50,000	1,87,500	75,000
Dinner	2,00,000	1,00,000	62,500
Full Day	7,50,000	3,37,500	1,69,500

Cost of One Breakfast is Rs.25. One Meal is Rs.50. Donor can select the number of Breakfast / Meal based on their budget.

Sponsor Food for Children & Senior citizens

	Annual	Endowment
Education sponsorship for a child	8,000	1,00,000

Sponsor Living Expenses for a Child

	Annual	Endowment
Living expenses sponsorship for a child	8,000	1,00,000

Sponsor Living Expenses for a Senior Citizen

	Annual	Endowment
Living expenses sponsorship for a senior citizen	8,000	1,00,000

Sponsor a Cow

	Annual	Endowment
Maintenance sponsorship for a cow	8,000	1,00,000

Sponsor for a Gau Pooja

	Per Pooja	Endowment
Sponsor for Gau Pooja	1,000	12,500

For Direct Remittance of Funds to Sevalaya for Indian Tax Payers:

Account Name: SEVALAYA	Account Name: SEVALAYA
Account No: 218601000134	Account No: 029101000008743
Bank: ICICI BANK	Bank: INDIAN OVERSEAS BANK
Branch: Mylapore	Branch: Dr. Radha Krishnan Salai
Chennai - 600004	Chennai - 600004
IFSC CODE: ICIC0002186	Branch IFSC Code: IOBA0000291

For direct remittance of funds to Sevalaya from Overseas Donors :

Account Name : Sevalaya FCRA
Account Type : SB A/c
Account No : 408048361
Bank : Indian Bank, Dr. Radha Krishnan Salai
Chennai 600004
Swift Code : IDIBINBBMAS
IFSC : IDIB000D035

Sevalaya, Kasuva village, Pakkam post,
Thiruninravur – 602024

Ph : 9444333529, 7299064457

Email : sevalayaprhead@sevalaya.org

sevalayakasuva@sevalaya.org

